

5/H-65 (xiv) (Syllabus-2015)

2 0 1 7

(October)

BUSINESS ADMINISTRATION

(Honours)

(Strategic Management)

(BBAH-502)

Marks : 75

Time : 3 hours

*The figures in the margin indicate full marks
for the questions*

PART—A

(Marks : 20)

UNIT—I

- 1. Define the terms 'core competency' and
'competitive advantage'. 2+2=4**

Or

**What are the characteristics of a mission
statement? 4**

(2)

UNIT—II

2. What factors are important to a firm in carrying out an opportunity-threat analysis? 4

Or

Briefly explain the concept of value-chain analysis. 4

UNIT—III

3. What are some of the factors to be considered in differentiation strategy? 4

Or

What is a retrenchment strategy? List the different strategies under the 'retrenchment strategy'. 2+2=4

UNIT—IV

4. Define the term 'corporate governance' and state two benefits of corporate governance. 4

Or

What do you understand by the term 'corporate culture'? What are the benefits of a strong culture? 2+2=4

(3)

UNIT—V.

5. What is the 'VRIO' framework of analysis? 4

Or

What are some of the reasons a firm would go for mergers and acquisition? 4

PART—B

(Marks : 40)

UNIT—I

6. What are the benefits of strategic management to corporations? 10

Or

Discuss the strategic management process with the help of a diagram. 10

UNIT—II

7. Discuss GE nine-cell planning grid and state its advantages and disadvantages. 10

Or

Briefly describe Porter's five-force model. 10

(4)

UNIT—III

8. Briefly explain generic competitive strategies. 10

Or

Write short notes on the following : 5+5=10

(a) Joint venture

(b) Diversification

UNIT—IV

9. What are the different types of organisational structures? Discuss any two of them with the help of an example. 10

Or

What is the relationship between corporate governance and social responsibility? 10

PART—C

(Marks : 15)

10. Discuss the marketing strategies of P&G. 15

Or

- . What are the strategic moves adopted by SBI to retain its competitive advantage in the banking sector? 15