

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

**2 0 1 8**

**( 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. What do you understand by the terms  
'strategic management' and 'business model'? 2+2=4

**Or**

Define the terms 'strategic vision' and  
'strategic planning'. 2+2=4

**( Turn Over )**

( 2 )

UNIT—II

2. What are the advantages of using GE planning grid? 4

Or

What is a BCG matrix? Explain briefly. 4

UNIT—III

3. What are the three directional strategies of a firm? 4

Or

Briefly discuss a firm's diversification strategy. 4

UNIT—IV

4. List the different types of organizational structures and explain any one of them. 4

Or

Briefly explain the concept of Corporate Governance. 4

UNIT—V

5. What is the competitive power of a resource strength? 4

Or

What do SWOT listings reveal? 4

( 3 )

PART—B

( Marks : 40 )

UNIT—I

6. Discuss the role and importance played by strategic management in a changing business environment. 10

Or

What are the characteristics of an effectively worded vision statement? How is a strategic vision statement different from that of a mission statement? 5+5=10

UNIT—II

7. Briefly explain the impact of demographic and economic factors in an environmental analysis. 10

Or

Discuss the concept of value-chain analysis. 10

UNIT—III

8. What do you understand by the terms 'merger' and 'acquisition'? What are the various motives behind merger and acquisition strategy? 2+8=10

( 4 )

Or

Discuss the role and importance of outsourcing as a strategic option. 10

UNIT—IV

9. Discuss the role of organizational culture in strategy implementation. 10

Or

Discuss some of the tasks of leadership in strategy development and implementation. 10

PART—C

( Marks : 15 )

10. Discuss the growth strategies of ITC. 15

Or

Discuss the growth strategies of Wipro. 15

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