

2019

(October)

BUSINESS ADMINISTRATION

(Honours)

(BBAH-502)

(Strategic Management)

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 core competency and competitive advantage? 2+2=4

Or

Differentiate between the terms vision and mission statements. 2+2=4

UNIT—II

2. Why do you scan the business environment? 4

Or

What is value chain analysis? 4

(Turn Over)

(2)

UNIT—III

3. What is the difference between the terms diversification and differentiation? 4

Or

Discuss the advantages of mergers and acquisitions. 4

UNIT—IV

4. List the different leadership styles practised in organisations. 4

Or

Briefly explain the concept of organisation culture. 4

UNIT—V

5. How do you use SWOT analysis in crafting strategies? 4

Or

How is business strategy related to corporate level strategy? 4

PART—B

(Marks : 40)

UNIT—I

6. Define the term strategic management. Explain the strategic management process. 2+8=10

Or

How do you identify the opportunities and threats of a business? 10

(Continued)

20D/341

(3)

UNIT—II

7. Explain in detail the social and cultural factors that affect the business. 10

Or

Describe the GE Nine-cell matrix technique used for analysing corporate portfolio. 10

UNIT—III

8. What are Growth Strategies? Discuss their pros and cons. 2+8=10

Or

What is Turnaround Strategy? Explain the circumstances under which the turnaround strategy is appropriate. 3+7=10

UNIT—IV

9. There are still quite a lot of Indian industrialists and managers who feel that social responsibility activities do not require specialised skills and could be handled informally. Is this thinking correct? Why? 10

Or

Describe some of the principles of corporate governance. 10

PART—C

(Marks : 15)

10. Discuss the growth strategies of State Bank of India. 15

Or

Discuss the growth strategies of Procter and Gamble (P & G). 15

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

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