

**Odd Semester, 2020**

( Held in March, 2021 )

**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. Explain the concept of strategic management. 4

*Or*

Distinguish between policy and strategy. 2+2=4

**UNIT—II**

2. Explain the concept of environment in strategic management. 4

*Or*

Differentiate between social and economic environment. 2+2=4

**UNIT—III**

3. What are the different levels at which strategy operates? 4

*Or*

What is business process outsourcing?  
Give an example. 3+1=4

**UNIT—IV**

4. Explain the concept of Corporate Governance. 4

*Or*

Distinguish between ethics and social responsibility. 2+2=4

**UNIT—V**

5. Briefly explain the strategic importance of leadership. 4

*Or*

Distinguish between divestment strategy and liquidation strategy. 2+2=4

( 3 )

PART—B

( Marks : 40 )

UNIT—I

6. Discuss the importance and role of strategic management in changing business environment. 5+5=10

*Or*

Explain the conceptual framework of strategic management. 10

UNIT—II

7. Discuss Michael Porter's five-force model of industry analysis. 10

*Or*

Explain how value chain analysis could help in organisational analysis. 10

UNIT—III

8. Business units have a choice of three generic strategies. Explain these strategies. 10

*Or*

"Joint ventures are emerging as the best tool for reaching new markets." Comment. 10

( 4 )

UNIT—IV

9. What is Corporate Governance? Discuss suitability of corporate governance in Indian business environment. 10

*Or*

Discuss the role of organisational culture in strategic management. 10

PART—C

( Marks : 15 )

10. Discuss the growth strategies of ITC. 15

*Or*

Discuss the growth strategies of Tata Consultancy Services (TCS). 15

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