

BBA (Honours) 5th Semester Examinations, 2021

Subject: Strategic Management

Time: 3 Hours

Paper: BBA-5.1

Full Marks: 80

The figures in the margin indicate full marks

Candidates are required to give their answers in their own words as far as practicable

GROUP A

Answer any six questions

5X6=30

1. “Strategic Management is essential for organisational growth”.- Elucidate
2. What is a ‘vision’ and why it is important in strategic management?
3. How will you construct the Strategic Advantage Profile (SAP) **or** Internal Factor Evaluation Matrix (IFEM) of an organisation?
4. Why do business organisations undertake SWOT analysis? Should a business decide to take advantage of every 'opportunity'?
5. Describe any two types of retrenchment strategy.
6. Briefly describe the role of board of directors in effective strategic management.
7. “Strategy formulation and implementation are interrelated” Do you agree? Justify.
8. Why is strategy evaluation essential for organizations? Explain your answer.

GROUP B

Answer any five questions

10X5=50

9. Explain the strategic management process.
10. Describe how the various aspects of (i) marketing/distribution factors and (ii) finance/accounting factors that strategists need to consider as part of analysis of internal resources and capabilities.
11. Provide a basic overview of Michael Porter’s concept of generic competitive strategies.
12. Briefly describe the basic difference between
 - (i) Concentric and Conglomerate diversification
 - (ii) Forward and Backward integration.
13. Describe the various aspects and considerations of resource allocation.
14. Describe any two important functional strategies of your choice and examine their relevance in strategy implementation.
15. Write short notes on any two of the following:
 - (i) Environmental Analysis and Diagnosis
 - (ii) Corporate level vs. business level strategy
 - (iii) Structural considerations in strategy implementation