

BBA 5th Semester (Honours) Examination, 2023 (CBCS)

Subject : Strategic Management

Course : BBA-5.1

Time: 4 Hours

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.*

Answer Question No. 1 and any five questions from the rest.

1. Answer any ten questions: 2×10=20
- (a) "A mission statement is a simple and brief description that encompasses the purpose of a company."— Explain.
 - (b) Why do companies need a strategy?
 - (c) What is a 'vision'?
 - (d) State two areas in which long-term objectives are set.
 - (e) In the context of the Five Forces model, state two factors that increase the bargaining power of buyers.
 - (f) What do you mean by internal factor evaluation matrix or a strategic advantage profile?
 - (g) What do you mean by business level strategy?
 - (h) Discuss any one type of stability strategy.
 - (i) What do you mean by competitive advantage?
 - (j) What do you mean by merger?
 - (k) State one advantage of joint venture.
 - (l) Why strategy implementation is an important aspect of strategic manager?
 - (m) Why do firms pursue turnaround strategy?
 - (n) When do firms pursue a concentric diversification strategy?
 - (o) What do you mean by R & D strategy?
2. "Strategy generally involves setting goals and priorities, determining actions to achieve the goals and mobilizing resources to execute the actions."— Explain this statement and discuss any two important phases of strategic management process. 12
3. "SWOT analysis can be used in many ways to aid strategic analysis."— Explain. 12
4. Differentiate between the following: 6+6
- (a) Market penetration and Market development
 - (b) Forward integration and Backward integration

5. Briefly discuss the different types of generic competitive strategies as propounded by Michael Porter. 12
 6. “The Boston Consulting Group (BCG) Matrix, often referred to as the BCG Matrix, ... is a strategic management tool used to analyse and categorize a company’s product portfolio based on two key variables”. Explain this statement and discuss the various quadrants of the BCG Matrix. 12
 7. Provide a basic overview of the different issues and aspects associated with strategy implementation. 12
 8. In what way can we say that functional strategies have important uses in strategy implementation? In this context discuss any one important functional strategy of your choice. 12
 9. Discuss the primary and support activities of a value chain and state the utility of undertaking value chain analysis. 12
 10. Write short notes on *any two* of the following: 6×2=12
 - (a) Core Competence
 - (b) Environmental analysis and diagnosis
 - (c) Role of Board of Directors in Strategic Management or Role of ethics in Strategic Management
 - (d) Combination Strategy
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