

Question Paper Code : 1795

BBA (MS) (Semester-VI) Examination, 2018

STRATEGIC MANAGEMENT

[BMS-606]

Time : Three Hours]

[Maximum Marks : 70

Note : Answer **five** questions in all. Question **No.1** is **compulsory**. Besides this, **one** question is to be attempted from each unit.

1. Write short notes on the following : [3x10=30]
- (a) Objectives of Business Policy
 - (b) Features of business environment
 - (c) What is Abell's business definition ?
 - (d) What is a core competence ?
 - (e) Explain benchmarking and its types.
 - (f) Define primary activities of a value chain.
 - (g) Importance of SWOT analysis.
 - (h) Advantages of differentiation strategy.

- (i) Why is functional implementation required ?
- (j) Concept of synergy and dysergy.

UNIT-I

- 2. What is a strategy ? Explain its features and shed light on its significance in today's highly competitive era with the help of suitable examples. [10]
- 3. What is environmental appraisal ? Why is the understanding of environment a prerequisite for strategy formulation ? [10]

UNIT-II

- 4. Write an elaborate note on the role of personal values and ethics in strategy implementation. [10]
- 5. Explain how over the past few years businesses have realised the importance of corporate social responsibility? Shed light on some CSR activities by businesses, citing some real life examples. [10]

UNIT-III

- 6. What is meant by corporate portfolio analysis ? Discuss its merits and explain the BCG matrix in detail through a neat diagram. [10]

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- 7. "Knowing and anticipating the moves of competitors gives an upper hand to businesses to operate strategically." In view of this statement and with the help of relevant examples, bring out the importance of competitor analysis for businesses. [10]

UNIT-IV

- 8. What is structural implementation and what purpose does it serve in strategic management ? Discuss Chandler's model of structure and strategy. [10]
- 9. What is behavioral implementation ? Explain the role of leadership and internal politics and power in it. [10]

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