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# BBA (2013 to 2017)/BRDM/B.SIM (2014 & Onwards) (Sem.-6) CORPORATE STRATEGIES

Subject Code: BBA-601 Paper ID: [72345]

Time: 3 Hrs. Max. Marks: 60

#### **INSTRUCTION TO CANDIDATES:**

- SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
- 2. SECTIONS-B consists of FOUR Sub-sections: Units-I, II, III & IV.
- 3. Each Sub-section contains TWO questions each, carrying TEN marks each.
- 4. Student has to attempt any ONE question from each Sub-section.

#### **SECTION-A**

## 1. Answer briefly:

- a. Mission
- b. Strategic decision making
- c. Internal environment
- d. QUEST
- e. SWOT
- f. Hofer's Product market evolution matrix
- g. Porter's Approach
- h. Behavioural implementation
- i. Organisation appraisal
- j. Combination strategies

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#### **SECTION-B**

#### UNIT I

- 2 Describe the different level at which strategy operates. How is integration of strategies operating at different levels done?
- 3 Describe the essential characteristic of a mission statement. In what different ways can a mission statement be formulated?

#### **UNIT II**

- 4 What do you understand by environmental scanning? Also explain the pitfalls in using environment scanning.
- Write a detailed explanatory note on methods and techniques used for organisational appraisal.

### **UNIT III**

- 6 Identify and explain the different types of strategies under stability, expansion, retrenchment and combination corporate-level strategies.
- 7 Discuss Michael Porter's approach to defining generic business strategies.

#### **UNIT IV**

- 8 Discuss the major issues and barriers to strategy implementation and discuss the means available to overcome such barriers.
- 9 Write a descriptive note on the nature and importance of strategic control.

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