Roll No.					Total No. of Pages : 02	
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BBA (Sem.-6) CORPORATE STRATEGIES

Subject Code: BB-601 Paper ID: [C0229]

Time: 3 Hrs. Max. Marks: 60

INSTRUCTIONS TO CANDIDATES:

- 1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
- 2. SECTION-B contains SIX questions carrying TEN marks each and students have to attempt any FOUR questions.

SECTION-A

Q1. Write short notes on the following:

- a) What is Operation Level Strategy?
- b) Define Explicit Mission.
- c) Define S. W. O. T.
- d) Explain political forces that affect the strategic decision making.
- e) What is meant by Forward integration?
- f) Explain Conglomerate Diversification.
- g) Define Opportunity Analysis.
- h) What are generic strategy alternatives?
- i) What is Core Rigidity?
- j) What is GE 9 cell matrix?

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SECTION-B

- Q2. What do you mean by Strategic Management? Discuss its need and Steps of Strategic Decision making.
- Q3. "Opportunities and Threats usually results from an interaction among key environmental trends rather than from a single external factor" Explain the statement.
- Q4. "All business firms use society's resources, but it also creates some responsibility of business firms toward society" Explain the statement.
- Q5. What is Hofer's model of Strategic Management?
- Q6. Compare Strategy formulation with Strategy Implementation. Also state how strategy formulation differs from a small to a large organisation?
- Q7. What are various techniques of Strategic evaluation and control? Elaborate.

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