

Roll No.

Total No. of Pages : 04

Total No. of Questions : 14

BBA (Sem.-6)
CORPRATE STRATEGY
Subject Code : BBA-601
Paper ID : B0128

Time : 3 Hrs.

Max. Marks : 75

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A will be compulsory and have 20 questions of 1 mark each.
2. SECTION-B will have 8 short answer type questions of 5 marks each, out of which candidate will have to attempt any 5.
3. SECTION-C will have 5 long answer type questions of 10 marks each, out of which candidate will have to attempt any 3.

SECTION-A

1. Multiple Choice Questions :

- Strategic planning is planning done by a company's senior managers.
 - Emergency
 - Long-range
 - Occasional
 - Tax
- In a SWOT analysis, a manager considers a company's
 - Weaknesses
 - Threats
 - Opportunities
 - All of the above
- A outlines a company's reason for existing.
 - Formulating strategy
 - Policy statement
 - Procedure manual
 - Mission statement
- What factors might make it difficult to implement a new strategy?
 - Old company policies
 - Training costs for new job tasks
 - Both
 - Neither
- What are the means via which long term objectives can be achieved?
 - Planning
 - Strategy
 - Strength
 - Weaknesses

- f. In strategic thinking, how long is the long term, approximately?
- a) A week to a month
 - b) 1 to 12 months
 - c) 1 to 5 years
 - d) More than 5 years
 - e) None of these
- g. The marketing strategy emphasises price as the key to good value; operations runs with tight cost control; development focuses on cost reduction. Which of Porter's competitive strategies is illustrated here?
- a) Cost focus
 - b) Differentiation
 - c) Differentiation focus
 - d) Divisionalisation
 - e) Cost leadership
- h. To find out what an organization's strategy is, you should:
- a) Read the mission statement
 - b) Look at what the organization actually does
 - c) Read the strategic plan
 - d) Ask the CEO
- i. Which of these is not a reason why some firms do no strategic planning?
- a) Laziness
 - b) Competitive leadership
 - c) Honest difference of opinion
 - d) Poor reward structures
- j. Developing a vision and mission, identifying an organization's external opportunities and threats, and determining internal strengths and weaknesses are all ____ activities.
- a) Strategy-formulation
 - b) Strategy-implementation
 - c) Long-range planning
 - d) Short-range planning
- k. The means by which long-term objectives will be achieved are
- a) Mission statements
 - b) Strategies.
 - c) Vision statements.
 - d) Long-term goals.
- l. The answers the question "What do we want to become?" whereas answers the question "What is our business?"
- a) Vision statement; mission statement
 - b) Short-term objectives; long-term objectives
 - c) Objectives; strategies
 - d) Mission; vision

- m. What happens when a successful new company makes the transition from stage one in the organizational life cycle to stage two?
 - a) The founder no longer makes all of the decisions
 - b) Managers learn to delegate authority
 - c) Both
 - d) Neither
- n. What is the recommended length of an effective mission statement?
 - a) One page
 - b) Less than 200 words
 - c) One sentence of 10 to 20 words.
 - d) There is no recommendation. It can be as long as the management wants.

Match the type of strategy to its description.

- o. Retrenchment Strategy
 - a) When a company plans to reverse negative trends.
 - b) When a company plans to expand sales, products, or personnel.
 - c) When a company plans to keep operating at the same level that it has been for years.
- p. Stability Strategy
 - a) When a company plans to reverse negative trends?
 - b) When a company plans to expand sales, products, or personnel?
 - c) When a company plans to keep operating at the same level that it has been for years?
- q. Growth Strategy
 - a) When a company plans to reverse negative trends?
 - b) When a company plans to expand sales, products, or personnel?
 - c) When a company plans to keep operating at the same level that it has been for years?

True/False :

- r. Divestiture is when an entire company is sold or dissolved?
- s. Customers are willing to pay more for a product that differentiates itself from its competitors through overall cost leadership.
- t. Good strategic managers continuously evaluate and respond to change.

SECTION-B

Write short notes on :

- 2. Define Strategic Management and discuss strategic thought.
- 3. *“Strategic decisions are key to long term success”*. Justify the statement.
- 4. *“SWOT analysis is a screening process for strategy”*. Examine.
- 5. *“Budgeting or resource allocation drives the strategy”*. Critically examine.
- 6. Discuss grand strategy planning matrix model for choice of strategy.
- 7. McKinsey 7s framework.
- 8. Balanced score card.
- 9. What are symptoms of malfunctioning of strategy?

SECTION-C

- 10. What is significance of mission and vision for organization?
- 11. Discuss external environmental scanning techniques.
- 12. Discuss Porters framework of competitive strategies.
- 13. Discuss qualitative factors in strategic implementation.
- 14. Discuss corporate strategies in detail.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.