

**Roll No.**

**Total No. of Pages : 02**

**Total No. of Questions : 09**

**BBA (2014 to 2017)/BRDM/B.SIM (2014 & Onwards) (Sem.-6)**

## CORPORATE STRATEGIES

**Subject Code : BBA-601**

**M.Code : 72345**

**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** 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. **Write briefly :**
  - a) Scope of strategic management
  - b) Mission and Vision
  - c) Strategic decision-making
  - d) PEST
  - e) Organizational appraisal
  - f) Expansion and Retrenchment
  - g) Porter's approach
  - h) BCG Matrix
  - i) Aspects of strategy implementation
  - j) Strategic control

## **SECTION-B**

### **UNIT-I**

2. What is the nature of strategic management? Discuss the steps involved in the process of strategic management.
3. Define Strategic Intent. Explain business model goals and objectives in detail.

### **UNIT-II**

4. What is environment appraisal and scanning? Discuss various techniques for environmental scanning with examples.
5. Explain the methods and techniques used for organizational appraisal.

### **UNIT-III**

6. What is the concept of business level strategy? Discuss the Porter's Generic business strategy.
7. Discuss the steps involved in the process of strategic choice. Explain the GE Nine cell matrix in detail.

### **UNIT-IV**

8. Discuss the concept of strategic implementation. Explain the interrelationship between formulation and implementation.
9. Write a detailed note on the techniques of strategic evolution and control.

**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.**