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Total No. of Pages : 02

Total No. of Questions : 09

B.Sc. Business Economics (BBE) (2015 to 2017) (Sem.-6)

CORPORATE STRATEGIES

Subject Code : BBE-601

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. 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

Q1 Write briefly on :

- a) Define the term “Strategic Management”. b) What do you mean by Mission Statement?
c) What is meant by Organisational Objectives? d) What do you mean by internal environment of an organisation? e) What is stability strategy? f) Outline GE 9 Cell Matrix. g) Under what conditions retrenchment strategy is pursued? h) What factors should be kept in mind while undertaking implementation of a strategy? i) Name elements of M.E. Porter’s Five-Forces Model. j) What do you mean by synergy?

SECTION-B

UNIT-I

2. Why is it important for a firm to prepare corporate strategy? What are the various levels at which strategy is formulated in organisations? Give illustrations.
3. Critically examine important steps involved in the strategic management process. Give examples in support of your answer.

UNIT-II

4. Outline the rationale for undertaking environmental scanning in business organisations. Describe important components of SWOT analysis, with examples.
5. Explain, with suitable illustrations, various factors to be considered while undertaking organisational capability profile.

UNIT-III

6. A business organisation has decided to pursue expansion strategy. Outline alternative modes of expansion strategies a firm can pursue for its growth. Illustrate your answer with appropriate examples.
7. a) Explain BCG Matrix, with suitable illustrations.
b) Outline Hofer's Product-Market Evolution Matrix

UNIT-IV

8. Outline the relationship between strategy formulation and its implementation. Highlight behavioural aspects associated with strategy implementation.
9. Outline importance of strategic control. Highlight relative advantages and disadvantages of alternative techniques for strategic control, with examples.

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.