

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 :**

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