

Roll No. 

Total No. of Pages : 02

Total No. of Questions : 07

BBA (Sem.-6<sup>th</sup>) (2007 to 2011 Batch)**CORPORATE STRATEGY**

Subject Code : BB-601

Paper ID : [C0229]

Time : 3 Hrs.

Max. Marks : 60

**INSTRUCTION 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 has to attempt any FOUR questions.

**SECTION-A****I. Write short notes on :**

- a) Business Policy
- b) Strategic Management
- c) Corporate Governance
- d) Strategic Intent & Vision
- e) Mission Statement
- f) Concept of Synergy
- g) BenchMarking
- h) Financial Plan
- i) Opportunity Profile
- j) Explicit Mission

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**SECTION-B**

2. Discuss the significance of environmental s micro-external environment with respect to
3. Why Industry Analysis is important for a S & Implications of Porter's generic strate examples.
4. Distinguish between Diversification, Acqui the features of diversification strategy? W this respect? Explain.
5. What is the role of evaluation & control pr Explain the role of organizational systems in
6. "There is not necessarily a sequence o Implementation of Strategy". Discuss.
7. Write short notes on the following :
  - a) BCG Matrix
  - b) McKinsey's 7s Framework.

