

Roll No.

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

Paper ID : [75049]

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 Strategic Management.
- b) Strategic decisions.
- c) SWOT analysis.
- d) Business objectives.
- e) Budgeting.
- f) Board of directors.
- g) Diversification.
- h) Decentralization.
- i) Strategic planning.
- j) Strategy evaluation.

SECTION-B

UNIT-I

- Q2 List and discuss various steps of strategic process.
- Q3 What is significance of mission and vision for organization?

UNIT-II

- Q4 Discuss external environmental scanning techniques.
- Q5 What are different organisation capability factors?

UNIT-III

- Q6 Write detailed notes on corporate level strategies.
- Q7 Discuss Porters framework of competitive strategies.

UNIT-IV

- Q8 Discuss qualitative factors in strategic implementation.
- Q9 Discuss the role of control in strategic management.