

Roll No.

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Total No. of Pages : 02

Total No. of Questions : 07

BBA (Sem.-6)
CORPORATE STRATEGIES
Subject Code : BB-601
Paper ID : [C0229]

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** contains **SIX** questions carrying **TEN** marks each and students have to attempt any **FOUR** questions.

SECTION-A**Q1. Write short notes on the following :**

- a) What is Operation Level Strategy?
- b) Define Explicit Mission.
- c) Define S. W. O. T.
- d) Explain political forces that affect the strategic decision making.
- e) What is meant by Forward integration?
- f) Explain Conglomerate Diversification.
- g) Define Opportunity Analysis.
- h) What are generic strategy alternatives?
- i) What is Core Rigidity?
- j) What is GE 9 cell matrix?

SECTION-B

- Q2. What do you mean by Strategic Management? Discuss its need and Steps of Strategic Decision making.
- Q3. *“Opportunities and Threats usually results from an interaction among key environmental trends rather than from a single external factor”* Explain the statement.
- Q4. *“All business firms use society’s resources, but it also creates some responsibility of business firms toward society”* Explain the statement.
- Q5. What is Hofer’s model of Strategic Management?
- Q6. Compare Strategy formulation with Strategy Implementation. Also state how strategy formulation differs from a small to a large organisation?
- Q7. What are various techniques of Strategic evaluation and control? Elaborate.

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