

# **BBA (H) 5<sup>th</sup> Semester Examination, 2020**

## **Subject: Strategic Management**

### **Paper: BBA-5.1**

**Time: 3 Hours**

**Full Marks: 80**

*The figures in the margin indicate full marks*

*Candidates are required to give their answers in their own words as far as practicable*

#### **GROUP A**

*Answer any six questions*

*5X6=30*

1. Describe the basic difference between mission and objectives of an organisation.
2. "A strategy is a plan that is unified: it ties all the parts of the enterprise together ..." - Elucidate
3. How will you construct the Environmental Threat and Opportunity Profile (ETOP) or External Factor Evaluation Matrix (EFEM) of an organisation?
4. Briefly describe the concept of "core competencies".
5. Describe the different reasons for pursuing joint venture as a strategic option.
6. What do you mean by portfolio analysis? Examine its relevance in strategic management.
7. Describe the process of strategic choice.
8. Discuss the important considerations in the context of strategy evaluation.

#### **GROUP B**

*Answer any five questions*

*10X5=50*

9. Describe the different levels of strategy in a multi-business organisation.
10. Describe any two important forces of Porter's five forces model.
11. Provide a basic overview of value chain analysis and discuss how it is useful to examine the specific activities in the business process of an organisation.
12. Describe the basic difference between stability and growth strategy.
13. Describe the various ways through which firms accomplish leadership implementation.
14. What are the important aspects that a firm needs to consider in formulating the functional strategies involving marketing and operations.
15. Examine the relevance of merger and acquisition strategies for firms competing in the global economy.

