

BBA Part-III (Honours) Examination, 2021

Subject: Strategic Management

Paper: BBA-3.1

Time: 2 Hours

Full Marks: 40

The figures in the margin indicate full marks

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

Answer any EIGHT questions

5X8=40

1. “Strategic management is the process of setting goals, procedures, and objectives in order to make a company or organization more competitive.”- Elucidate
2. Discuss the difference between corporate level strategy and business level strategy.
3. Discuss the basic difference between mission and objectives.
4. Write a brief note on any one of the following:
 - (a) Core competencies
 - (b) Support activities of a value chain.
5. State the difference between –
 - (a) Market penetration and market development
 - (b) Concentric diversification and conglomerate diversification.
6. “The purposes of merger and acquisition are primarily similar”- Do you agree? Justify.
7. Provide an overview of portfolio analysis.
8. Discuss the significance of resource allocation in strategy implementation.
9. Briefly describe any one functional strategy of your choice.
10. In what way can we say that a balanced scorecard is a strategic planning and management system?