

BBA 4th Semester Exam., 2016

STRATEGIC MANAGEMENT

Time : 3 hours

Full Marks : 60

Instructions :

- (i) The marks are indicated in the right-hand margin.
- (ii) There are **SEVEN** questions in this paper.
- (iii) Attempt **FIVE** questions in all.
- (iv) Question Nos. 1 and 2 are compulsory.

1. Answer any six of the following : 2×6=12

- (a) What is environmental scanning?
- (b) Define corporate governance.
- (c) Write the name of factors in task environment.
- (d) What is SBU?
- (e) What is balanced scorecard?
- (f) Define tactics.
- (g) What do you mean by 'strategic implementation'?

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(h) Define reengineering.

(i) Define entrepreneurship.

(j) What is the meaning of 'strategic piggybacking'?

2. Answer any three of the following : 4×3=12

- (a) Write any four benefits of strategic management.
- (b) Explain the steps involved in value chain analysis.
- (c) Write a note on BCG matrix.
- (d) Explain the issues in strategy implementation.
- (e) Explain the four generic global competitive strategies.

Answer any three of the following : 12×3=36

- 3. Establish in detail the use of SWOT in the analysis of internal strategic assessment.
- 4. Discuss the usefulness of the BCG matrix as the corporate strategy process.
- 5. What is portfolio analysis? Explain the components of portfolio analysis.
- 6. Elaborate on Porter's five forces model with the help of a suitable diagram.
- 7. Discuss the techniques of strategic evaluation.

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