

H

Roll No.

BBA-502

B. B. A. (FIFTH SEMESTER)

END SEMESTER EXAMINATION, 2021-22

BUSINESS STRATEGY

Time : Three Hours

Maximum Marks : 100

Note : (i) All questions are compulsory.

(ii) Answer any two sub-questions among (a), (b) and (c) in each main question.

(iii) Total marks in each main question are twenty.

(iv) Each question carries 10 marks.

1. (a) "The strategic management process encompasses three phases—strategy formulation, implementation, and evaluation and control." Discuss. (CO1)

(2)

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- (b) Distinguish between business strategy and corporate strategy. Identify the key elements considered to develop and formulate such master strategy. (CO1)
- (c) Why is business strategic management crucial ? Explain with real life organizational examples. (CO1)
- 2. (a) Differentiate between vision, mission and objectives. Give examples in support. (CO2)
- (b) Elaborate the process of strategic planning in detail. (CO2)
- (c) Differentiate between objectives and goals. Give examples in support. (CO2)
- 3. (a) Discuss the environmental factors that can affect an organization's strategy. (CO3)
- (b) Discuss Porter's five forces model. How does it help managers to identify the opportunities and threats confronting a company ? (CO3)
- (c) Discuss the retrenchment and combination strategies with examples. (CO3)

(3)

- 4. (a) Discuss the importance of corporate structure in selection of business strategy. Explain any two types of organizational structures in detail. (CO4)
- (b) How are resources allocated in organizational strategic initiatives ? (CO4)
- (c) Discuss the functional strategies developed in lieu of strategic decision-making in organizations. (CO4)
- 5. (a) Why are strategy evaluation and strategic control important for strategic decision-making ? Explain. (CO5)
- (b) Discuss in detail the process of strategic evaluation and control. (CO5)
- (c) Draft a conceptual model for creating a 'strategic plan' for a company. (CO5)

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