BBA–502

B. B. A. (FIFTH SEMESTER)
END SEMESTER
EXAMINATION, Jan., 2023
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 sub-question carries 10 marks.

1. (a) Discuss the main characteristics and scope of strategic decisions. (CO1)

   (b) Compare goals and objectives with the help of an example. (CO1)

   (c) Describe the generic strategies given by Porter. (CO1)

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2. (a) Explore strategic control and the guidelines for its effective execution.

(CO2)

(b) Determine the goals of a manufacturing organization with the help of an example.

(CO2)

(c) Examine the factors relevant for making a strategic choice. (CO2)

3. (a) Identify the reasons why the resource allocation is a vital part of strategy. (CO3)

(b) Illustrate the superiority of GE model over the BCG matrix. (CO3)

(c) Explain the following briefly : (CO3)

(i) Harvesting Strategy

(ii) Pareto Analysis

(iii) Ansoff Matrix

(iv) Turnaround strategy

(v) VRIO analysis

4. (a) Contrast between horizontal and vertical growth strategy. How do they differ from concentric diversification ? (CO4)

(b) Discriminate the vision and mission of an organization with the help of two real life company examples. (CO4)

(c) Justify the role of any two operational strategies in an organization. (CO4)

5. (a) Design a hypothetical situation in which Porter's 5 Forces Model will perform the structural analysis of the environment.

(CO5)

(b) As a corporate planner of a large MNC, how would you plan for the environment related to the different units located at different places and belonging to different industries ? (CO5)

(c) Integrate the various dimensions that a strategist will look after for the purpose of strategic evaluation and control. (CO5)