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(February)

BUSINESS ADMINISTRATION

(Honours)

(Strategic Management)

(BBAH-502)

Marks : 75

Time : 3 hours

*The figures in the margin indicate full marks
for the questions*

PART—A

(Marks : 20)

UNIT—I

1. What is strategic management? 4

Or

What is strategic planning? 4

UNIT—II

2. Discuss the term 'SWOT analysis'. 4

Or

What are the factors in the economic environment that can affect a company's strategic decision? 4

UNIT—III

3. What do you understand by the term 'outsourcing'? 4

Or

Discuss the major benefits of a joint venture. 4

UNIT—IV

4. Discuss the relationship between strategy and organizational structure. 4

Or

Are business ethics and social responsibility the same? How do they differ? 4

UNIT—V

5. Briefly discuss the concept of corporate governance. 4

Or

Differentiate between the term strategy formulation and implementation. 4

(3)

PART—B

(Marks : 40)

UNIT—I

6. Discuss the nature and characteristics of strategic management. 5+5=10

Or

Discuss the importance of strategic management and its role in the changing business environment. 5+5=10

UNIT—II

7. What is BCG matrix? How does the BCG matrix work in strategic management? 2+8=10

Or

Explain in detail Porter's five forces model in strategic management. 10

UNIT—III

8. Describe the five generic competitive strategies that are employed by firms in business. 10

Or

What are the advantages of mergers? What are the different types of mergers? 5+5=10

(4)

UNIT—IV

9. Define leadership. Describe the role and functions of leadership in strategic management. 2+4+4=10

Or

Discuss the relationship of strategy and organizational culture. Briefly explain the impact of organizational culture on strategy implementation. 4+6=10

PART—C

(Marks : 15)

10. Discuss the growth strategies of ICICI Bank in India. 15

Or

Discuss the recent growth strategies of Hindustan Unilever. 15

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