

Roll No.

BBA-602(N)

B. B. A. (Sixth Semester) EXAMINATION, Sept., 2020

(New Course)

Paper Second

STRATEGIC MANAGEMENT AND BUSINESS POLICY

Time : Three Hours]

[Maximum Marks : 70

Note : Attempt questions from all Sections as directed.

Inst. : The candidates are required to answer only in serial order. If there are many parts of a question, answer them in continuation.

Section—A

(Short Answer Type Questions)

Note : Attempt all questions. Each question carries 3 marks.

1. (A) Explain the nature of Strategic Management.
- (B) What do you understand by Market Development ?
- (C) Write any *five* benefits of Strategic Planning.
- (D) What cash cows and gods means in terms of BCG matrix ?
- (E) What do you understand by the term Synergy ?

P. T. O.

- (F) Define human resource strategy. List the activities included in HR strategy.
- (G) Define ERP. Write the benefits of ERP.
- (H) Explain Competitive Benchmarking.
- (I) Define the term Virtual Organisation.
- (J) Differentiate between Centralization and Decentralization.

Section—B

(Long Answer Type Questions)

Note : Attempt any *two* questions. Each question carries 10 marks.

- 2. What is Strategic Management ? Explain its basic model with diagram.
- 3. Explain the role of strategic management in marketing. What are the different strategies followed by organisations to meet their marketing objectives ?
- 4. What do you understand by Planning Process ? Explain the concept of strategic planning.
- 5. Write notes on the following :
 - (a) GE9 Cell Matrix
 - (b) SWOT Analysis Matrix

Section—C

(Long Answer Type Questions)

Note : Attempt any *two* questions. Each question carries 10 marks.

- 6. Define Corporate Strategies. What are its major types and options available in each type ?

7. What do you understand by Mergers and Acquisitions ?
Explain the possible reasons behind mergers and acquisitions.
8. What do you understand by organisational structure ?
What are the different types of organisational structure ?
9. Write detailed notes on the following :
 - (a) Six Sigma
 - (b) SCM System