

**U.G. 3rd Semester Examination - 2021****BBA****Course Code : BBBACCHT301****Course Title : Strategic Management**

Full Marks : 40

Time : 2 Hours

*The figures in the right-hand margin indicate marks.**Candidates are required to give their answers in their own words as far as practicable.*1. Answer any **ten** questions of the following:

1×10=10

- a) What is internal analysis?
- b) What are the various levels of strategy?
- c) Define value chain analysis.
- d) What is SBU?
- e) What is a mission statement?
- f) What are internal resources for an organization?
- g) What is strategy?
- h) Write the full form of SWOT.
- i) Define Merger.

- j) Mention a strategic method used by firms for portfolio analysis.
- k) What is Core Competence?
- l) What is niche marketing?
- m) Write the full name of BCG matrix.
- n) Define Vertical Integration.
- o) Differentiate between firm and industry.

2. Answer any **five** questions of the following:

2×5=10

- a) What do you mean by Acquisition?
- b) What do you mean by planning?
- c) What are Functional Strategies?
- d) What is core-competency?
- e) What is conglomerate diversification?
- f) Define retrenchment Strategy.
- g) Mention the elements of Porter's Generic Strategies.
- h) List the primary and secondary activities of a firm.

3. Answer any **two** questions of the following:

5×2=10

- a) Explain Porter's concept of generic strategies and competitive advantage.
- b) Discuss the various criteria for strategy evaluation.
- c) Explain strategic implications of BCG matrix model.

4. Answer any **one** question of the following :10×1=10

- a) Discuss Porter's five forces model. How does it help managers to identify the opportunities and threats confronting a company?
- b) "Companies that fail to develop new products are putting themselves at risk. At the same time new product developments are risky."
  - i) List the reasons for failure of new products.
  - ii) List and briefly explain the factors that hinder the progress of new product development. 5+5
- c) Explain the various alternative grand strategies.

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