

# AI-106

April-2022

B.B.A., Sem.-VI

CC-310 : Strategic Management

Time : 2 Hours]

[Max. Marks : 50

- Instructions :**
- (1) All Questions in Section-I carry equal marks.
  - (2) Attempt any **Two** questions in Section-I.
  - (3) Question-5 in Section-II is **Compulsory**.

## Section-I

Attempt any **two** of the following :

- |           |   |    |
|-----------|---|----|
|           |   | 40 |
| 1.        | (A) Describe the various levels of strategy along with their characteristics. | 10 |
|           | (B) Define Mission Statement. What are its characteristics ?                  | 10 |
| <b>OR</b> |   |    |
| 2.        | (A) Explain the Porter's Five force model in detail.                          | 10 |
|           | (B) What are the different sources used for environment scanning ? Explain.   | 10 |
| <b>OR</b> |   |    |
| 3.        | (A) Examine how Ansoff Model is helpful to organizations.                     | 10 |
|           | (B) Explain BCG Model for Portfolio Analysis.                                 | 10 |
| <b>OR</b> |   |    |
| 4.        | (A) Explain the Integration Strategies with examples.                         | 10 |
|           | (B) Briefly describe the Diversification Strategies with examples.            | 10 |

## Section-II

5. Choose the correct answer from the following and rewrite the sentence : (Any Ten) 10

(1) Corporate level strategy is formulated by \_\_\_\_\_.

- (a) Branch Manager (b) Functional Manager  
(c) Corporate Team (d) None of these

(2) The term strategy is derived from one of the following :

- (a) Military (b) Strategic Business Units  
(c) Internal Businesses (d) Mines

(3) The vision and mission statement can often be found \_\_\_\_\_.

- (a) in the Securities and Exchange Commission (SEC) report  
(b) in Annual Reports  
(c) on Customer Receipts  
(d) on Supplier Invoices

(4) \_\_\_\_\_ level strategies are top management's overall plan for the entire organization and its strategic business units.

- (a) Business (b) Corporate  
(c) Operational (d) Functional

(5) Micro environment is the \_\_\_\_\_ environment of a company.

- (a) Working (b) Human  
(c) External (d) Internal

(6) Environment scanning has a close reference to \_\_\_\_\_ environment.

- (a) External (b) Internal  
(c) Generic (d) Supplier

- (7) \_\_\_\_\_ is any unfavourable situation in the organization's environment that is potentially damaging to its strategy.
- (a) Strength (b) Weakness  
(c) Opportunity (d) Threat
- (8) \_\_\_\_\_ right to private property, right to information, employee protection laws, investors protection laws, safety of life and properties.
- (a) Ecological environment (b) Technological environment  
(c) Legal environment (d) Social-Cultural environment
- (9) In the Boston Consulting Group Portfolio management technique, a "Dog" refers to a business that has \_\_\_\_\_.
- (a) relatively low market share and low market growth  
(b) low market growth and relatively high market share  
(c) relatively low market share and high market growth  
(d) high market growth and relatively high market share
- (10) The concept of Value Chain considers one of the following :
- (a) Merger (b) Production  
(c) Quality (d) Planning
- (11) \_\_\_\_\_ is the uniqueness of the organization in using the resources and developing the capabilities.
- (a) Threat (b) Core competence  
(c) Evaluation (d) Assessment
- (12) \_\_\_\_\_ is the concept that the value and performance of two companies combined will be greater than the sum of the separate individual parts.
- (a) Strategy (b) Synergy  
(c) Functionality (d) Nationality

(13) A \_\_\_\_\_ strategy requires up those activities which are unrelated to the existing business definition of any of its businesses.

- (a) Conglomerate
- (b) Concentric
- (c) Related
- (d) Philosophical

(14) \_\_\_\_\_ is a strategy that a firm pursues when it serves the public in additional product or service sectors or adds markets or functions to its definition.

- (a) Expansion
- (b) Retrenchment
- (c) Stability
- (d) Generic

(15) One of the following is categorized as Generic Strategy :

- (a) Cost control
- (b) Cost reduction
- (c) Cost centre
- (d) Cost leadership