

**JC-103**

July-2021

BBA., 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**

- |    |                                                                                                                |    |
|----|----------------------------------------------------------------------------------------------------------------|----|
| 1. | (A) Define Mission Statement. What are its characteristics ?                                                   | 10 |
|    | (B) Discuss all the steps of Strategic Management Process.                                                     | 10 |
| 2. | (A) Explain the acronym "SWOT ANALYSIS" in detail.                                                             | 10 |
|    | (B) Describe the various techniques of environment scanning.                                                   | 10 |
| 3. | (A) How to build Core Competencies ? Discuss the Value Chain Analysis with its primary and support activities. | 10 |
|    | (B) What is BCG Model ? Discuss in detail.                                                                     | 10 |
| 4. | (A) What is a Vertical Integration strategy ? Explain Backward Integration strategy in detail.                 | 10 |
|    | (B) Explain the Differentiation Strategy in detail.                                                            | 10 |

**Section – II**

5. MCQs : 10

- (1) Which of the following is related to the Business Unit Level decisions ?
- |              |                 |
|--------------|-----------------|
| (A) Strategy | (B) Operations  |
| (C) Tactics  | (D) Forecasting |

- (2) The term strategy is popularly used in one of the following activities.
- (A) Military (B) Medical  
(C) Engineering (D) Mines
- (3) Which of the following statements best explains the purpose of vision statement ?
- (A) It shows that the employees of the company are literate.  
(B) It shows that the top management of the company is patriotic.  
(C) It shows that the top management of the company is not patriotic.  
(D) It shows the company its path-way or where it should go.
- (4) Low cost, differentiation and focus are examples of \_\_\_\_\_.
- (A) Business strategies (B) Functional strategies  
(C) Corporate strategies (D) None of the above
- (5) Which of the following is NOT a component of PESTEL ?
- (A) Social (B) Legal  
(C) Economic (D) Public
- (6) Environment scanning is linked with \_\_\_\_\_.
- (A) Continuous support to the internal environment.  
(B) Linkage with the current operations.  
(C) Linkage with the current culture and styles.  
(D) All of the above
- (7) Which of the following is Intangible Resource ?
- (A) Intellectual Capabilities  
(B) Plant and Machineries  
(C) Borrowing power of the company  
(D) Valuable Inventories
- (8) \_\_\_\_\_ contributes to the competitive advantage.
- (A) Lack of resources  
(B) Smart and synergized use of resources  
(C) Resource availability  
(D) All of the above
- (9) The concept of value chain considers \_\_\_\_\_.
- (A) Cost-plus Pricing (B) Cost-less Pricing  
(C) Subsidized Pricing (D) Breakeven Pricing

- (10) Business growth in unrelated businesses is also known as \_\_\_\_.
- (A) Forward Integration (B) Backward Integration  
(C) Concentric Diversification (D) Conglomerate Diversification
- (11) Which of the following is NOT a part of Porter's competitive forces in industry analysis ?
- (A) Bargaining power of suppliers  
(B) Potential entry of new competitors  
(C) Development of substitute products  
(D) Threat of substitute products and services
- (12) When a dairy enters into a business of manufacturing for baby milk powder, it is known as \_\_\_\_.
- (A) Strategic Alliance (B) Outsourcing  
(C) Backward Integration (D) Forward Integration
- (13) Which of the following is NOT included in organizational resources ?
- (A) Firm structure (B) Employee training  
(C) Copyrights (D) Information systems
- (14) When a firm bring new product into the same existing market which is known as \_\_\_\_ ?
- (A) Product Development (B) Market Development  
(C) Market Penetration (D) Diversification
- (15) Which of the following is NOT included in the generic strategies ?
- (A) Cost Leadership (B) Focused Differentiation  
(C) Differentiation (D) Departmentation