

BBA 4th Semester Exam., 2018

STRATEGIC MANAGEMENT

Time : 3 hours

Full Marks : 60

Instructions :

- (i) The marks are indicated in the right-hand margin.
 (ii) There are **SEVEN** questions in this paper.
 (iii) Attempt **FIVE** questions in all.
 (iv) Question Nos. 1 and 2 are compulsory.

1. Answer any six of the following : $2 \times 6 = 12$

- (a) Define strategic management.
 (b) Define the strategy.
 (c) Enumerate some characteristics of strategic management.
 (d) What specific entrepreneurial aspects include the strategy formation process?
 (e) What involves the strategic management function?
 (f) Which are the steps of strategic management?
 (g) How is strategy formulation process referred sometimes?
 (h) What involves the strategy implementation?

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(Turn Over)

- (i) Which are the components of strategy management?
 (j) Differentiate between vision and mission.

2. Answer any three of the following : $4 \times 3 = 12$

- (a) Define strategic planning and its characteristics.
 (b) What kind of skills should a manager have who formulates the strategy?
 (c) Define strategic planning and its characteristics.
 (d) Differentiate between retrenchment and combination strategies.
 (e) Discuss in brief the process of strategic management.

Answer any three questions : $12 \times 3 = 36$

3. What is the method of the 'five forces of competition'? Describe briefly the procedure.
 4. What are the basic strategic objectives? How are they different from the tactical or operational objectives?
 5. Elaborate on the importance of the BCG matrix in the corporate strategy process.

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(Continue)

(3)

6. Explain the relationship between corporate governance and social responsibility.
7. How can the decision maker identify strategic factors in the organizations internal and external environments?
