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Total No. of Pages: 01
Total No. of Questions: 07

BBA (Sem.-6th)
CORPORATE STRATEGY
Subject Code: BB-601
Paper ID: [C0229]

Time: 3 Hrs.

Max. Marks: 60

INSTRUCTIONS TO CANDIDATES:

- 1. Section-A is compulsory.*
- 2. Section-B Attempt any four questions.*

SECTION-A

(10x2=20)

Q. 1.

- (a) Define strategic management?
- (b) What is a strategic advantage profile?
- (c) Define corporate ethics.
- (d) Define critical success factors.
- (e) What is GE9 cell model?
- (f) What is retrenchment strategy?
- (g) What is stability strategy?
- (h) What is value chain analysis?
- (i) Define TOWS Vs SWOT.
- (j) Define role of R&P in corporate strategy.

Section-B

(4x10=40)

business environment which must be considered in developing corporate strategies?

- Q. 3. Discuss the steps involved in process of strategic control and its successful maintenance?
- Q. 4. What is Hofer's model of strategic management?
- Q. 5. What are objectives? What is the need of objectives in an organisation? How do these guide the strategic management of the organisation?
- Q. 6. What is Industry Analysis? How do environmental threats and opportunity profiles help the organisation in estimating its position in the industry?
- Q. 7. What is social responsibility? What is its relevance in the current business scenario?

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