

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

BBA (2012 Batch) (Sem.-6)
CORPORATE STRATEGIES
Subject Code : BBA-601
Paper ID : [72345]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A is COMPULSORY** consisting of TEN questions carrying TWO marks each.
2. **SECTIONS-B** consists of FOUR Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains TWO questions each, carrying TEN marks each.
4. Student has to attempt ONE question from each Sub-section.

SECTION-A

I. Write briefly :

- (a) Mission
- (b) SWOT
- (c) BCG Matrix
- (d) ETOP
- (e) Define strategic management
- (f) Turnaround strategy
- (g) Cost leadership strategies
- (h) Backward integration
- (i) Corporate Restructuring
- (j) Resource allocation

SECTION-B

UNIT-I

2. Discuss the issues that are relevant for strategic decision making.
3. “*A vision is too abstract to be of any practical value*”. Do you agree with this statement? Why?

UNIT-II

4. Describe the different aspects of environmental scanning necessary for identifying opportunities and threats in a company’s environment.
5. Describe the various considerations involved in appraising an organization.

UNIT-III

6. Elucidate the statement : “*Liquidation is the most extreme and unattractive strategy*”.
7. Write a convincing argumentative note on the topic : “*Good timing is crucial for a successful business strategy*”

UNIT-IV

8. Describe the major considerations before a strategist for the integration of functional plans and policies.

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