

Roll No.

Total No. of Pages : 02

Total No. of Questions : 07

BBA (Sem.-6<sup>th</sup>) (2007 to 2011 Batch)

**CORPORATE STRATEGY**

Subject Code : BB-601

Paper ID : [C0229]

Time : 3 Hrs.

Max. Marks : 60

**INSTRUCTION TO CANDIDATES :**

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B contains SIX questions carrying TEN marks each and students has to attempt any FOUR questions.

**SECTION-A**

**I. Write short notes on :**

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- a) Business Policy
- b) Strategic Management
- c) Corporate Governance
- d) Strategic Intent & Vision
- e) Mission Statement
- f) Concept of Synergy
- g) BenchMarking
- h) Financial Plan
- i) Opportunity Profile
- j) Explicit Mission

## SECTION-B

2. Discuss the significance of environmental scanning. Explain the macro and micro-external environment with respect to any industry of your choice.
3. Why Industry Analysis is important for a Strategist? Discuss the elements & Implications of Porter's generic strategies with the help of suitable examples.
4. Distinguish between Diversification, Acquisition & Divestment. What are the features of diversification strategy? What are recent developments in this respect? Explain.
5. What is the role of evaluation & control process in strategic management? Explain the role of organizational systems in evaluation.
6. *"There is not necessarily a sequence of activities in the process of Implementation of Strategy"*. Discuss.
7. Write short notes on the following :
  - a) BCG Matrix
  - b) McKinsey's 7s Framework.