

Corporate Strategy**Code: BB 601****Max Marks: 60****Time: 3 Hrs**

Note: Question Paper contains Two Units: A and B

Attempt All Ten Questions from Section A. Answer Each question in 2 to 5 lines. Each question from section A is of 2 marks.

Attempt Any Four Questions from Section B. Each question from section B is of 10 marks

Section A

Note: Attempt Each question in 2-5 lines. Each question is of 2 marks

- i) Define Strategic Management
- ii) Highlight need for explicit mission statement
- iii) What is ETOP analysis?
- iv) What are advantages of value chain analysis?
- v) What is GE 9 cell model?
- vi) Define the term "stability strategy"
- vii) What is retrenchment strategy
- viii) Define the term corporate objectives
- ix) What are advantages of diversification strategy
- x) Highlight importance of undertaking internal capability profile of an organization.

Section B

Note: Attempt Any Four Questions. Each question is of 10 marks.

- 1) Highlight the scope of strategic management. Identify the steps involved in the strategic management process.
- 2) Write a detailed note on social responsibility of business
- 3)
 - a) What are the various factors in the business environment which must be kept in mind while developing corporate strategies?
 - b) Explain Porter's Five Forces Model
- 4)
 - a) Write a detailed note on the BCG matrix, with illustrations.
 - b) Write a note on behavioural aspects of strategic implementation.
- 5) Explain alternative strategies for growth which a firm can pursue? Elaborate with examples.
- 6) What are the various techniques of strategic evaluation and control? Elaborate.

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