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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

**INSTRUCTION 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 any **ONE** question from each Sub-section.

**SECTION-A**

**I. Answer briefly:**

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- a. Competitive Advantage
  - b. Vision Statement
  - c. Operational Level Strategies
  - d. Horizontal Integration
  - e. SWOT
  - f. Market Segmentation
  - g. Core Competence
  - h. Critical Success Factors
  - i. Corporate Ethics
  - j. Strategic Control
-

## **SECTION-B**

### **UNIT-I**

2. Write down five features of good corporate vision.
3. Briefly explain the process of strategic management.

### **UNIT-II**

4. Discuss four major external forces that affect telecom industry in India.
5. Explain Porter's Five Forces Model.

### **UNIT-III**

6. Write short note on corporate levels strategies.
7. What is the strategic use of GE Nine Cell Matrix in business?

### **UNIT-IV**

8. Define relationship between Strategy formulation and implementation.
9. Explain corporate culture and its role in behavior implementation of strategy.

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