

CDOE
BACHELOR OF BUSINESS ADMINISTRATION (CBCS- 2018 COURSE)
B.B.A. Sem-VI : WINTER :- 2021
SUBJECT: INTRODUCTION TO STRATEGIC MANAGEMENT

Day : Friday

Date 18-02-2022

W-18957-2021

Time : 10:00 AM-01:00 PM

Max. Marks: 70

N.B.:

- 1) Attempt Any **Four** Questions from **Section – I**. Each Question carries **10 marks**.
- 2) Attempt Any **Two** Questions from **Section – II**. Each Question carries **15 marks**.
- 3) Both the sections should be written in the **Same** answer book.

Section – I

- Q. 1 Explain various benefits of Strategic Management for success of a business.
- Q. 2 Write a detailed note on Porter's Five Forces Model.
- Q. 3 Explain BCG matrix with suitable examples.
- Q. 4 Discuss any one business level strategy with appropriate examples.
- Q. 5 Explain different types of controls used in strategic management.
- Q. 6 Write short Notes (Any Two)
- a) Levels of Strategies
 - b) GE9 Cell
 - c) Vision of a company

Section – II

- Q. 7 "An excellent strategy may get failed due to poor implementation" Do you agree? Discuss with suitable examples.
- Q. 8 Carry out SWOT analysis for a company operating in a sector of your choice.
- Q.9 Discuss various environmental factors that can affect an organization's Strategy.
