

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

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**Day :** Monday  
**Date :** 31-01-2022

**W-18862-2021**

Time : 02:00 PM-05:00 PM  
Max. Marks: 60

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**N.B.**

- 1) Attempt any **THREE** questions from Section I and attempt any **TWO** questions from Section II.
  - 2) Both the Sections should be written in the **SAME** answer book.
  - 3) Figures to the right indicate full marks
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**SECTION- I**

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|------------|---|-------------|
| <b>Q.1</b> | a) Discuss in detail the components of strategic management process           | <b>(06)</b> |
|            | b) What are the benefits of strategic management to a business organization?  | <b>(06)</b> |
| <b>Q.2</b> | a) Discuss in detail the Five forces model                                    | <b>(06)</b> |
|            | b) What is the process of identification of distinct competencies?            | <b>(06)</b> |
| <b>Q.3</b> | a) What is BCG matrix? Discuss in detail.                                     | <b>(06)</b> |
|            | b) What is strategic analysis. Elaborate its need for a business organisation | <b>(06)</b> |
| <b>Q.4</b> | a) What is a cost strategy? Identify its advantages                           | <b>(06)</b> |
|            | b) Discuss in detail about diversification strategy                           | <b>(06)</b> |
| <b>Q.5</b> | Write short Notes (Any TWO)   | <b>(12)</b> |
|            | a) Ansoff Matrix  |             |
|            | b) Types of Control   |             |
|            | c) Mission statement  |             |
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**SECTION- II**

- Q.6** a) What is strategic evaluation and control? Discuss its significance to a business organization **(06)**
- b) Discuss any one type of control process for a business organisation **(06)**
- Q.7** a) What are the factors that must be considered in order to match structure to strategy? **(06)**
- b) What is stability strategy. Provides its advantages and disadvantages **(06)**
- Q.8** a) Explain in detail about turnaround strategy for a business organization **(06)**
- b) Explain in detail about GE 9 cell matrix **(06)**

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