

SUPPLEMENTARY
BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)
B.B.A. Sem-VI FM,HRM,IBM,MM :SUMMER- 2022
SUBJECT : INTRODUCTION TO STRATEGIC MANAGEMENT

Day : Thursday

Time : 10:00 AM-01:00 PM

Date : 25-08-2022

S-18862-2022

Max. Marks : 60

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

SECTION- I

- Q.1** Define Strategic management. Explain nature, importance and benefits of strategic management. (12)
- Q.2** Are Environmental factors entirely beyond the control of an industrial enterprise? Discuss. (12)
- Q.3** What do you understand by implementation of strategy? Discuss its interrelationship with formulation of strategy. (12)
- Q.4** Differentiate between Strategic Control and Operational Control. (12)
- Q.5** Write Short Notes on (ANY THREE). (12)
- a) Levels of Strategy
 - b) GE9 Cell
 - c) Retrenchment Strategies
 - d) Ansoff Matrix

SECTION- II

- Q.6** Present your version (estimate) of "SWOT analysis" for NANO car produced and marketed by TATAs for the common Indian citizens. (12)
- Q.7** Design a Vision, Mission, and Objective statement for a retail chain in electronic goods producing and marketing in India. (12)
- Q.8** As a consultant for Ayurvedic company, suggest plan of action for expansion of Domestic and International market.. (12)

* * * *