

U.G. 3rd Semester Examination - 2020**BBA****Course Code : BBBACCHT301****Course Title : Strategic Management**

Full Marks : 40

Time : 2 Hours

*The figures in the right-hand margin indicate marks.**Candidates are required to give their answers in their own words as far as practicable.*1. Answer any **ten** questions of the following:

1×10=10

- a) What do you mean by Environment of an Organization?
- b) What are the available resources of an organization?
- c) What is a Strategy?
- d) What is internal analysis?
- e) What are the Grand Strategies?
- f) What is the full name of BCG Matrix?
- g) Define SWOT.
- h) What are Tangible Resources?

- i) What are the two main activities of VCA?
- j) What is Competence?
- k) What do you mean by a Joint Venture?
- l) What are the types of Merger?
- m) What is a Product line?
- n) Define Vertical Integration.
- o) Differentiate between firm and Industry.

2. Answer any **five** questions of the following:

2×5=10

- a) What do you mean by Acquisition?
- b) What do you mean by portfolio of an organization?
- c) Name the four elements of BCG Matrix.
- d) Define Retrenchment Strategy.
- e) What are the three main elements of Porter's Generic strategies?
- f) Define Functional Strategies.
- g) Define Vision, Mission, Objective.
- h) What are the objectives of Strategic Management?

3. Answer any **two** questions of the following:

5×2=10

- a) Differentiate between Capabilities and Competence. Mention in brief the qualities of a firm to become competent. 2+3
- b) Explain Porter's Five Forces model with suitable diagram.
- c) Explain the various Alternative Grand Strategies.

4. Answer any **one** question of the following :10×1=10

- a) Plot a BCG matrix For the following 'Apple' products:
 - i) I pad- The tablet market is growing and Apple is consistent in the market.
 - ii) I phone- Apple stands second in Smartphone market
 - iii) Mac book- Apple stands seventh in Laptop market, Top positions are dominated by Lenovo,HP,Dell
 - iv) IPod- The overall market has degrown as Mobile have replaced ipods,mp3 players.

- b) Explain Strategy Evaluation, Strategy evaluation framework and the measuring Performance of Strategy in details. 3+3+4
- c) Design a detailed SWOT analysis for Samsung Mobiles.
