

BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)
B.B.A. Sem-VI : WINTER : 2024
SUBJECT: INTRODUCTION TO STRATEGIC MANAGEMENT

Day : Saturday
Date : 28/12/2024

W-18862-2024

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

- 1) Answer **ANY THREE** Questions from Section-I **ANY TWO** Questions from Section-II
- 2) Figure to the **RIGHT** indicates **FULL** marks.
- 3) — Both the Sections Should be written in the **SAME** answer book.

- Q.1 Describe the process of Strategic Management. Draw showing comprehensively the different elements. (12)
- Q.2 Describe the GE9 Cell matrix and its relevance in strategic analysis and choice. (12)
- Q.3 What is Industry analysis? Briefly discuss the Porter's five force Model. (12)
- Q.4 Explain Value Chain Analysis. How it is helpful to a company in identifying its strength and weakness? (12)
- Q.5 How can a decision maker identify strategic factors in the Corporation's External and Internal Environment? (12)
- Q.6 Write short notes on **ANY TWO** of the following : (12)
 - a) 7'S Model
 - b) BCG Matrix
 - c) Joint Venture Strategy
 - d) Environmental Analysis

SECTION-II

- Q.7 Explain the different types of Strategic control used in strategic management. (12)
- Q.8 Distinguish between mission and vision. Explain the importance of these components in an organization. (12)
- Q.9 Do the SWOT analysis for Kiya Motors in Indian market and analyze the strategic approach of Reliance communication in this regards. (12)