

S.No. : 108

BBAL 3103

No. of Printed Pages : 04

Following Paper ID and Roll No. to be filled in your Answer Book.

**PAPER ID : 39103**

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No.

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## BBA LLB (Integrated)

**Examination 2019-2020**

**(Odd Semester)**

### CORPORATE STRATEGIC MANAGEMENT

***Time : Three Hours***

***[Maximum Marks : 60***

**Note :-** Attempt all questions.

#### SECTION - A

1. Attempt all parts of the following :  $8 \times 1 = 8$

- (a) What do you mean by corporate Governance?
- (b) Define the term 'Strategic Intent.
- (c) Write a very brief note on 'SAP'.
- (d) Write any two benefits of having a vision.
- (e) What is cost leadership business strategy?
- (f) What do you mean by competitive advantage?

***[P. T. O.***

- (g) Give the two dimensions used to build GE nine cell matrix.
- (h) What does corporate culture consist of?

### SECTION – B

2. Attempt any two parts of the following :  $2 \times 6 = 12$
- (a) How does business policy make the study and practice of management more meaningful.
- (b) Examine various issues involved in objective setting. How can each of these issues be resolved.
- (c) Discuss the conditions under which a firm can attain cost leadership and differentiation simultaneously. How is this achieved?
- (d) Explain the strategy implications of all types of businesses in a corporate port folio of BCG matrix.

### SECTION – C

**Note:-** Attempt all questions. Attempt any two parts from each question.  $5 \times 8 = 40$

3. (a) Describe the process of strategic management.

Draw a chart that shows comprehensively the different elements in the strategic management process.

(b) Describe the different levels at which strategy operates. How are the strategies which operate at different levels integrated.

(c) Provide reasons as to why these corporate level strategy are adopted :

(i) Stability

(ii) Expansion

(iii) Retrenchment

(iv) Combination

4. (a) What is KSF? Explain in detail how the major elements of KSF are responsible for business growth.

(b) Who proposed 7S framework? Explain in detail the key elements of framework.

(c) What do you mean by strategic planning. Describe the importance of various steps required in strategic planning process.

[P. T. O.]

5. (a) What are business strategies? Draw the Grid and explain the various business level strategies in detail.
- (b) 'Diversification is one of the multi business strategies.' Explain in detail this strategy in support of this statement.
- (c) What does the process of strategic choice essentially deal with? Explain.
6. (a) Discuss with diagram the GE nine cell matrix for corporate portfolio analysis.
- (b) What do you mean by corporate culture? Discuss in detail the impact of culture on corporate life.
- (c) Write a descriptive note on the importance of leadership style in strategy implementation.

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