

S.No. : 342

BBAL2402

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

**PAPER ID : 29123**

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## Integrated LLB Examination 2018-19

(Even Semester)

### CORPORATE STRATEGIC MANAGEMENT

*Time : 3 Hours]*

*[Maximum Marks : 60*

#### SECTION – A

1. Attempt all parts of the following: 8×1=8

- (a) Define strategy.
- (b) Discuss the nature of business policy.
- (c) Explain environmental scanning.
- (d) What is strategic planning?
- (e) What do you understand by strategic decision making?
- (f) What is SWOT Analysis?
- (g) Define Strategic Business Unit (SBU).
- (h) What are the decision levels of strategies?

*[P. T. O.*

## SECTION – B

1. Attempt any two parts. 2 × 6 = 12
- (a) Describe the process of strategic management.
  - (b) Do you agree with the view that structure follows strategy? Give reasons for your answer. Also explain the role of top management in the implementation of strategy.
  - (c) Discuss the internal and external environmental analysis for strategy formulation of an Indian Motor Cycle manufacturer.
  - (d) Describe the qualitative factors in strategic choice.

## SECTION – C

- Note:** Attempt all questions from this section. 10 × 4 = 40
3. Attempt any two parts from each question.
- (a) Define strategic management and bring out its distinguishing features.
  - (b) Outline the current trends in business policy. Highlight the linkage between strategy and policy.

- (c) How will you define policy and strategy? How does strategy of an organisation differ from its policy? Illustrate with example.
4. Attempt any two parts from each question.
- (a) Explain the 7s framework for understanding implementation related issue.
  - (b) Explain importance of strategic evaluation and control.
  - (c) What is strategy implementation? Explain aspects of strategy implementation.
5. Attempt any two parts from this question.
- (a) Outline the steps involved in competition analysis. Explain the factors affecting competition analysis.
  - (b) What do you understand by ETOP? Explain the concept with the help of corporate example.
  - (c) Discuss the reasons of having Vision, Mission and objectives for a company. Give suitable examples.
6. Attempt any two parts from each questions.
- (a) Explain the BCG model. What are its limitations? Is there a better approach to BCG model? Explain.

- (b) Briefly explain low cost leadership strategy, differentiation strategy and focus strategy with their benefits.
- (c) Explain in detail the GE Nine-cell matrix.

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