

S.No. : 108

BBAL 2402

No. of Printed Pages : 03

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

PAPER ID : 29123

Roll
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Int. BBA, LLB Examination 2017-18

(Fourth Semester)

CORPORATE STRATEGIC MANAGEMENT

Time : Three Hours

[Maximum Marks : 60

Note :- Attempt all questions.

SECTION - A

1. Write short notes on the following : $8 \times 1 = 8$

- (a) Long-term planning
- (b) Integration strategies
- (c) Environmental dynamics
- (d) Digitalisation
- (e) SWOT analysis
- (f) Re-engineering

[P. T. O.]

- (g) Environmental threat
- (h) Business Process Outsourcing (BPO)

SECTION – B

2. Attempt any two parts of the following : $2 \times 6 = 12$
- (a) “A business policy is concerned with determination of future course of action.” Explain.
 - (b) Describe corporate strategies management and write its scope.
 - (c) Write the elements of strategic management.

SECTION – C

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

3. (a) Discuss strategic management process.
- (b) Explain Mc-Kinsy 7s framework.
- (c) Describe public sector enterprises and its role in economic development of the nation.
4. (a) Discuss objectives and goals of a corporate organisation.

- (b) Describe role of strategic planning for multinational organisation.
 - (c) Write various motives of non-profit organisation.
5. (a) Write various environments of corporate organisation.
- (b) Explain environmental scanning.
- (c) Consideration for “Key Success Factor” while strategy formulation leads to success of organisation. Explain the sentence.
6. (a) Describe mission statement and its relevance in corporate strategic management.
- (b) Discuss strategic alliance and give reasons, why corporates prefer it?
- (c) Explain corporate restructuring.
