

Sl. No. 436

BBAL 402

No. of Printed Pages : 03

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

**PAPER ID : 9121**

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**BBA LLB (Int.) Examination 2016-2017**

**(Fourth Semester)**

**CORPORATE STRATEGIC MANAGEMENT**

*Time : 3 Hours*

*[Maximum Marks : 100*

**Note :-** Attempt all questions.

1. Attempt any four parts of the following :  $5 \times 4 = 20$ 
  - (a) Provide a brief and clear explanation for concept of strategy?
  - (b) How are SBU-level strategies linked to corporate level strategies?
  - (c) How is corporate governance related to strategic management?
  - (d) What is the role of a CEO in an organization?
  - (e) What are the different levels at which a strategy operates?
  - (f) What are the sources of information for environmental scanning in India?

*[ P. T. O.*

2. Attempt any two parts of the following :  $10 \times 2 = 20$
- Briefly explain the 7's framework of strategic planning.
  - Differentiate the strategic planning of small business from multi national.
  - Discuss briefly the policies of non profit organization.
3. Attempt any two parts of the following :  $10 \times 2 = 20$
- Mention the issues that are important in any organization for selling objectives.
  - Propose the factors which needs to be taken in account for seting objectives.
  - Differentiate a mission statement from a vision statement.
4. Attempt any four parts of the following :  $5 \times 4 = 20$
- Define briefly the conditions under which cost leadership and differentiation strategies are used.
  - Differentiate between expansion and divercification strategies.
  - Explain with the help of example the Focussed Business Strategies.

- Give a diagrammatic representation of gap analysis in a company.
  - Explain the ETOP analysis of a bicycle company.
  - Briefly explain the factories to be considered for environmental scanning.
5. Attempt any four parts of the following :  $5 \times 4 = 20$
- What are the features of a good business portfolio?
  - What is the role of cash cows and dogs in a matrix? Explain with a diagram.
  - Explain briefly the products market experience ground to achieve development in an organization.
  - Explain briefly the Ansoff model with its care elements.
  - What is the role of culture in strategic planning?
  - Explain with the help of diagram the general electronic of cell matrix?

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