

BBA Part III (Honours) Examination, 2020

Subject: STRATEGIC MANAGEMENT

Paper: BBA-3·1

(Old and New)

Time: 2 Hours

Full Marks: 40

The figures in the margin indicate full marks.

*Candidates are required to give their answers in their own words
as far as practicable.*

Group - A

Answer any four questions.

5×4=20

1. “A strategy is a company’s game plan”- Do you agree with this statement? Explain.
2. Discuss the relevance of the bargaining power of suppliers in the perspective of Porter’s Five Forces Model.
3. Discuss the difference between environmental analysis and diagnosis and internal analysis and diagnosis.
4. “Strategy formulation and implementation are closely interrelated”- Do you agree? Justify.
5. Provide an overview of the qualitative criteria for strategy evaluation.
6. Summarise the activities involved in measuring organizational performance.

Group -B

Answer any two questions.

10×2=20

7. Describe the strategic management process and identify the important elements that are involved in the process.
8. “Strategy formulation builds on SWOT analysis”. Explain this statement and discuss the important considerations in SWOT analysis.

Please Turn Over

9. Describe the different quadrants of the BCG matrix and suggest the action that an organisation needs to take based on the position of product/service/business on the various quadrants of the matrix.

10. Discuss the important aspects that a firm needs to consider in formulating the functional strategies involving human resources and finance.