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BBA 181402

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Roll No. of candidate

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2022

BINA CHOWDHURY
(GIMT & GIPS)
Azara, Halkhowapara,
Guwahati - 781017

B.B.A. 4th Semester End-Term Examination

STRATEGIC MANAGEMENT

(New Regulation)

Full Marks – 70

Time – Three hours

The figures in the margin indicate full marks
for the questions.

Answer question No. 1 and any *four* from the rest.

1. Answer the following (MCQ/ Fill in the blanks) : (10 × 1 = 10)
- (i) In strategic thinking, how long is the long term approximately?
- (a) 1 month to 1 year
 - (b) 2 to 3 years
 - (c) 3 to 5 years
 - (d) More than 5 years
- (ii) What are the means by which long term objectives will be achieved?
- (a) Strategies
 - (b) Policies
 - (c) Strengths
 - (d) Opportunities
- (iii) Stability strategy is a _____ strategy.
- (a) Corporate level
 - (b) Business level
 - (c) Functional level
 - (d) Strategic level

[Turn over

(iv) Marketing strategy is a _____ type of strategy.

- (a) Business level
- (b) Growth
- (c) Corporate level
- (d) Functional level

(v) Low cost, differentiation and focus are examples of _____.

- (a) Corporate strategies
- (b) Operational strategies
- (c) Business strategies
- (d) Functional strategies

(vi) Diversification can be best classified as

- (a) Potential opportunities
- (b) Potential threats
- (c) Potential strengths
- (d) Potential weakness

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(vii) Selling all of a company's assets in part for their tangible worth is called.

- (a) Divestiture
- (b) Concentric diversification
- (c) Liquidation
- (d) Unrelated integratiön

(viii) _____ refers to the purposes an organization strives for.

- (a) Strategic intent
- (b) Strategic formulation
- (c) Strategic implementation
- (d) Strategic control

(ix) A company offers unique products that are widely valued by customers, it is likely to follow a:

- (a) Differentiation strategy
- (b) Combination strategy
- (c) Focus strategy
- (d) Cost leadership strategy

- (x) A joint venture can be defined as
- (a) Two firms collaborate together in a specific project.
 - (b) One firm licenses its intellectual property to another firm
 - (c) Two firms merge together
 - (d) Two firms come together to form a third, legally separate firm
2. (a) Define the concept of strategic management. Discuss Abell's three-dimensional business model briefly. (7)
- (b) Give a brief overview of each of these ideas.
- (i) Leverage
 - (ii) Stretch (8)
3. (a) Describe the circumstances in which each of these corporate-level strategies is implemented.
- (i) Stability
 - (ii) Expansion
 - (iii) Retrenchment
 - (iv) Combination (8)
- (b) Under what circumstances are businesses compelled to implement integration strategies? Is there a distinction between backward and forward integration? Discuss. (7)
4. (a) Describe the various sorts of company strategies.
- (i) Cost leadership;
 - (ii) Differentiation; and
 - (iii) Focus (7)
- (b) Elaborate
- (i) Competitive advantages and
 - (ii) Competitive Scope (8)
5. (a) What impact do implementation considerations have on strategy formulation? Discuss. (7)
- (b) Elaborate on expansion through digitalization. (8)

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6. (a) Why is it necessary to integrate functional plans and policies? Explain. (7)
(b) Describe the four aspects of operational effectiveness. (8)
7. (a) Discuss Value chain analysis and VRIO framework. (4+3=7)
(b) Determine the difference between strategic momentum and strategic leap control. (8)

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