

VVM's Shree Damodar College of Commerce & Economics
S.Y.BBA(FS), Semester-III: Semester-End Assessment, October 2019
Code: BFS GEC 6 Sub: STRATEGIC MANAGEMENT

Max. Marks: 60

Duration: 2 Hours

Instructions:

Start each question on fresh page.

Figures to the right indicate maximum marks.

All questions are compulsory, however internal choice is available.

Answers to sub questions for Q.1 to Q.2 should be approximately 100 words each.

Answers to sub questions for Q.3 to Q.5 should be approximately 400 words each.

Q.1. Answer any THREE from the following:

03x04=12 Marks

- a) Explain the Benefits of strategic management.
- b) Explain the Factors favouring globalisation.
- c) Highlight the Elements of strategic management.
- d) Explain the Process of strategic management.

Q.2. Write short notes on the following: (Any 3)

03x04=12 Marks

- a. Merger.
- b. Combination strategy.
- c. SPACE Matrix.
- d. Exporting.

Q.3.A. Explain Henry Mintzberg's Ten Schools of Strategic Thought.

01*12=12 Marks

OR

Q.3. X. Explain the foreign investments as globalisation strategy.

01*12=12 Marks

Q.4. A "Invest in a product depending on the prospect, but sell them off if they do not start yielding profits." Interpret the above statement with reference to Boston Consultancy Group Matrix.

01*12=12 Marks

OR

Q.4. X Explain Porter's Five Force Model with reference to any specific industry.

Q.5. A. XYZ Limited has sustained in the market for last three years by competing with their competitors. Highlight the strategies that can be adopted by XYZ Limited to grow their business.

01*12=12 Marks

OR

Q.5. X Explain strategic changes by elaborating on the steps for implementing strategic change in an organization.

*****THE END*****