

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\*\*\*\*\*