



'समानो मन्त्रः समितिः समानी'
UNIVERSITY OF NORTH BENGAL
BBA Honours 5th Semester Examination, 2021

CC12-BBA (502)

STRATEGIC MANAGEMENT

Time Allotted: 2 Hours

Full Marks: 60

*The figures in the margin indicate full marks.
Candidates should answer in their own words and adhere to the word limit as practicable.
All symbols are of usual significance.*

GROUP-A

Answer any two questions from the following

12×2 = 24

1. Discuss how the five forces of Porter's Model explain industry competitiveness. 12
2. Define the terms mission, objective, goals and strategy. Discuss the process of strategic management in detail. 4+8 = 12
3. Explain the relevance of corporate portfolio analysis in the context of strategic management. Write your answer in the light of the BCG or GE matrix. 4+8 = 12
4. Discuss the various types of expansion strategies and explain the conditions under which each of the strategies appears useful. 12

GROUP-B

5. Answer any **four** questions from the following: 6×4 = 24
 - (a) What are the various components of the micro-environment? Explain them briefly.
 - (b) State the reasons behind failure in implementing strategies correctly.
 - (c) Define business policy. State the features of business policy.
 - (d) How does SWOT analysis help a company in its strategy formulation?
 - (e) Point out the characteristics of a vision statement.
 - (f) Distinguish between functional and operational strategy.

GROUP-C

6. Answer any *four* questions from the following:
- (a) What are the sources of competitive advantage?
 - (b) What is S.B.U?
 - (c) Explain the term 'Environmental Scanning'.
 - (d) Explain GAP Analysis.
 - (e) What is downsizing?
 - (f) Differentiate between merger and acquisition.

3×4 = 12

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