

**Faculty of Business Management****BBA III-Year, CBCS-VI Semester Backlog Examinations –January, 2021****PAPER: BASICS OF STRATEGIC MANAGEMENT**

Time: 2 Hours

Max Marks: 80

I. Answer any FIVE of the following questions (5x16=80 Marks)

1. What do you mean by Vision Statement? Explain the characteristics and how it motivates employees?
2. Explain the need and significance of Strategic Management?
3. Explain the concept of M.E Porter's Five-Force model?
4. Discuss in detail about SWOT Analysis?
5. Explain the concept and Characteristics of Competitive Advantage.
6. Write in detail about how to sustain Competitive Advantage.
7. Explain the importance of BCG Matrix?
8. Discuss Porter's Generic Strategies?
9. How do you implement a strategy successfully? Explain the process?
10. Write about skills of Mc Kinsey's 7s model.

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