

Faculty of Business Management**BBA III-Year, CBCS-VI Semester Regular Examinations –Sep/Oct, 2020****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 strategic management? Discuss the strategic management Process.
 2. Write a note on strategic vision, mission, objectives, factors that shapes Company Strategy.
 3. Explain the value chain analysis of a firm. Discuss the impact of environmental factors on the performance of a company
 4. Explain porter's five force model and its implication of two-wheeler industry
 5. Evaluate company's resources and competitive capabilities, porter's value chain Analysis, sustaining competitive advantage
 6. Based on the idea of business definition of a company of your choice, identify the business strategies that company could adopt.
 7. Discuss company's external environment and explain porter's diamond model.
 8. Explain different types of diversification strategies.
 9. Evaluate the different types of organizational structure and their relevance for effective strategy implementation.
 10. Explain the process of Strategic implementation.
