



BRAINWARE UNIVERSITY

Course – BBA

Business Strategy (BBA304)

(Semester – 3)

Time allotted: 3 Hours

Full Marks: 70

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group –A

(Multiple Choice Type Question)

1. Choose the correct alternatives for the following:

10 x 1 = 10

i) Which strategy refers to fusion or combination of two or more companies into one company, and in the process, one company survives and the other company ceases to exist.

- a) Acquisition
- b) Merger
- c) Joint Venture
- d) Diversification

ii) PEST factors can be classified as _____ in a SWOT analysis. (fill in the blank with suitable option)

- a) opportunities or threats
- b) strength or weakness
- c) strength or opportunities
- d) weakness or threats

iii) Which factor is a common factor in BCG Matrix and GE Nine Cell Matrix?

- e) Economies of scale
- f) Profit Margins
- g) Relative Market Share
- h) Technological Capabilities

iv) 'Maxi – mini' strategy in TOWS Matrix refers to;

- a) Strategies that use strengths to minimize threats
- b) Strategies that minimize weaknesses and avoid threats
- c) Strategies that use strengths to maximize opportunities
- d) Strategies that minimize weaknesses by taking advantage of opportunities

- v) In Strategy Formulation Framework, 'QSPM' stands for;
- Quantitative Strategic Planning Matrix
 - Qualitative Strategic Planning Matrix
 - Quantitative Strategic Planning Method
 - Qualitative Strategic Planning Method
- vi) _____ derives its name from the perceived need of firms to "balance" financial measures that are oftentimes used exclusively in strategy evaluation and control with nonfinancial measures such as product quality and customer service. (fill in the blank with suitable option)
- BCG Matrix
 - Balanced Scorecard
 - GE Matrix
 - PESTEL Analysis
- vii) Large capital requirements for a company to start business in a particular industry is a factor under which force of Porter's five force model?
- Rivalry among competing firms
 - Potential entry of new competitors
 - Potential development of substitute products
 - Bargaining power of suppliers
- viii) Cost leadership emphasizes producing standardized products at a very low per-unit cost for consumers who are _____. (fill in the blank with suitable option)
- Quality sensitive
 - Price sensitive
 - Bulk buyers
 - Loyal customers
- ix) As a part of cost leadership strategy, Wal-Mart's idea of everyday low prices is to offer products at a cheaper rate than competitors on a consistent basis, rather than relying on _____. (fill in the blank with suitable option)
- Sales
 - Revenues
 - Profits
 - Margins
- x) Which one is an example of intensive strategy?
- Liquidation
 - Market Development
 - Forward Integration
 - Divesture

Group - B

(Short Answer Type Questions)

Answer any three of the following

3 x 5 = 15

2. What is merger and de-merger?
3. Discuss comprehensive strategy formulation framework.
4. What is re-structuring?
5. Discuss Balance Score Card.
6. Discuss Defensive Strategies

Group - C

(Long Answer Type Questions)

Answer any three of the following

3 x 15 = 45

7. Explain the role of environment analysis in strategic management. Differentiate between internal and external environmental forces.
8. Is GE Matrix is better than BCG Matrix? Please provide reasons for your answer.
9. What is cost leadership? Give example of a company you feel can be considered under cost leadership, justifying reasons of your choice of example.
10. What are the different strategic tools? Discuss with example.
11. Elaborate Porter's five forces model's application with suitable example.