



BRAINWARE UNIVERSITY

Term End Examination 2018 - 19

Programme – Bachelor of Business Administration

Course Name – Business Strategy

Course Code – 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)

10 x 1 = 10

1. *Choose the correct alternative from the following*

- (i) Divestment strategy is another form of
- | | |
|--------------------------|--------------------------------------|
| a. Retrenchment Strategy | b. Selling shares to another company |
| c. Privatization | d. Closure of a business |
- (ii) Strategy operates at
- | | |
|---------------------|-------------------------------|
| a. Corporate Level | b. SBU Level |
| c. Functional Level | d. All the Levels of Business |
- (iii) Environment Analysis is related to
- | | |
|--------------------|--------------|
| a. A firm | b. Society |
| c. An organization | d. Employees |
- (iv) Exit barrier means
- | | |
|-----------------------------------|---|
| a. Obstacles to leave an industry | b. Existing problems of a particular industry |
| c. Export of products | d. None of these |
- (v) ITC is an example of
- | | |
|---------------------------------|-------------------------------|
| a. Concentric Diversification | b. Horizontal Diversification |
| c. Conglomerate Diversification | d. None of these |

- (vi) CRM stands for
- a. Customer Rating Management
 - b. Customer Retaining Management
 - c. Customer Relationship Management
 - d. None of these
- (vii) CSF is the abbreviation of
- a. Collective Supply Force
 - b. Core Supply Facility
 - c. Critical Success Factor
 - d. None of these
- (viii) 5 Forces Model was introduced by
- a. Igor Ansoff
 - b. Michael Porter
 - c. Charles Babbage
 - d. Philip Kotler
- (ix) BCG stands for
- a. Business Company Group
 - b. Business Control Group
 - c. Boston Company Group
 - d. Boston Consulting Group
- (x) One who fights for the same rupee of my customer is my
- a. Supplier
 - b. Customer
 - c. Consumer
 - d. Competitor

Group – B

(Short Answer Type Questions)

3 x5 = 15

Answer any *three* from the following

- 2. Briefly explain Turnaround Strategy with suitable example. 5
- 3. What is the difference between Mission and Vision? Explain with example 5
- 4. Explain the term Merger in brief with suitable example. 5
- 5. Explain the term USP in brief with suitable example. 5
- 6. Define Niche Marketing with proper logic and suitable example. 5

Group – C

(Long Answer Type Questions)

3x 15 = 45

Answer any *three* from the following

- | | | | |
|-----|-----|---|----|
| 7. | (a) | Explain B.C.G Matrix in details with a neat graph. | 9 |
| | (b) | When is it advantageous to be in the Dog position of a B.C.G Matrix? Explain with example | 3 |
| | (c) | What are the disadvantages of being in the Star position of a B.C.G Matrix. Explain with example | 3 |
| 8. | (a) | What is Balanced Score Card explain in details. | 10 |
| | (b) | Discuss its importance and relevance in Industry with suitable example. | 5 |
| 9. | | "The five forces framework developed by Michael Porter is the most widely known tool for analyzing the competitive environment." Discuss. | 15 |
| 10. | | As a CEO of a business unit, describe how you would proceed to develop strategies for marketing a new pharmaceutical product and implement such strategies. | 15 |
| 11. | (a) | Write short notes on Competitive Advantage | 5 |
| | (b) | Write short notes on Entry Barrier | 5 |
| | (c) | Write short notes on Price War | 5 |
