



BRAINWARE UNIVERSITY

Term End Examination 2022 Programme – BBA LL.B.-2020 Course Name – Strategic Management Course Code - BBALLB501 (Semester V)

Full Marks : 60 Time : 2:30 Hours

[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 x 15=15

- 1. Choose the correct alternative from the following:
- (i) Justify various competencies and resources of an organization can be integrated into a chain of activities that an organization performs to meet customer demand.
 - a) value chain
 - c) innovation

- b) product life cycle
- d) business process

b) stability strategy

- (ii) Locate the task of strategy choice
 - a) developing plans and activities which will improve the organisation's performance and competitive position
 - c) monitoring whether the organisation is achieving good financial performance
- b) determining how the organisation can be more market and efficiency oriented
- d) keeping the organisation free of debt
- (iii) Infer the strategy on developing and maintaining a competitive advantage consistent with present resources and market requirements.
 - a) dynamic strategy
 - c) competitive strategy
- (iv) Identify the three organizational levels
 - a) corporate level, business level, functional level
 - c) corporate strategy level, business unit level, functional level
- (v) List the example of competing on quick response
 - a) a firm produces its product with less raw material waste than its competitors
 - c) a firm's products are introduced into the market faster than its competitors'

- d) generic strategy
- b) corporate level, business unit level, functional level
- d) corporate strategy level, business level, specialist level
- b) a firm offers more reliable products than its competitors
- d) a firm's research and development department generates many ideas for new products
- (vi) Predict the condition when suppliers are powerful
 - a) satisfactory substitutes are available
 - c) they offer a credible threat of forward integration.
- b) they sell a commodity product.
- d) they are in a highly fragmented industry

(vii) Determine from the following that is an eleme environment	ent of a firm's remote external	
a) Competitionc) Suppliers(viii) Determine that is not a stage of strategy form	b) Political agencies d) Trade union ulation techniques	
 a) Formulation Framework c) External factor evaluation (ix) Deduce stages of strategic management proces 	b) Matching stage d) Decision stage	
 a) Environmental scanning, Strategy formulation, Implementation, control and evaluation 	 b) Strategy formulation, Environmental scanning, Implementation, control evaluation 	
 c) Environmental scanning, Strategy Implementation, formulation, control and evaluation (x) Categorize BCG matrix 	d) Strategy formulation, Implementati control, evaluation, Environmental	
a) Boston Calmette Group	b) British Consulting Group	
c) Boston Corporate Group (xi) Name the acronym SWOT	d) Boston Consulting Group	
a) Special Weapons for Operations Timeliness	b) Services, Worldwide Optimization, Transport	and
c) Strengths Worldwide Overcome Threats	d) Strengths, Weaknesses, Opportunit Threats	ies, and
(xii) Predict the nature of joint venture		
 a) Two firms collaborate together on a specific project 	another firm	
C) Two firms merge together	 d) Two firms come together to form a legally separate firm 	third,
(xiii) Identify the issue considered in developing con		
a) What direction are we going?	b) What resources do we have to impl our strategies?	ement
c) What businesses are we in and what to do with those businesses?(xiv) Choose retrenchment strategy	d) What business(es) are we in?	
 a) When a company experiences declining profits and makes cutbacks to improve efficiency 	b) When a company adopts a new stra position for a product or service	ategic
c) The sale of the complete business, either as a single going concern or piecemeal to different buyers or sometimes by auctioning the assets (xv) Tell the foundation of blue ocean strategy.	d) take place when an organization lac success factor for a particular mark	-
a) Innovation	b) Value creation	
c) Value innovation	d) value cost trade-off	
Gro	up-B	
•		3 x 5=15
 Express the importance of SWOT analysis in an organizational aspect. Illustrate ETOP analysis Develop the concept of BCG matrix with an example. Illustrate BCG matrix Express the various advantages of environmental scanning process for an organization. 		(3) (3) (3) (3)
C	OR .	
Compose the factors which contribute towards t	ne success of a strategic alliance.	(3)

Group-C

(Long Answer Type Questions)	5 x 6=30
 Define TOWS matrix with example Determine the advantages and disadvantages of vertical integration and outsourcing. Explain the impact of globalisation on Indian industry Compare between objectives and goal with considering a relevant example. Analyze the nature of strategic analysis 	(5) (5) (5) (5) (5)
12. Assess the differences between forward and backward integration strategy. OR	(5)
Distinguish between Intensive Strategies and defensive Strategies in a context of an organization.	(5)