

MID-WEST UNIVERSITY  
EXAMINATIONS MANAGEMENT OFFICE  
CHANCE EXAMINATION: 2078  
BACHELOR OF BUSINESS STUDIES (BBS)  
SEMESTER - VIII

Subject: Strategic Management  
Full Marks: 100 Pass Marks: 50

Course Code: MGMT 482  
Time: 3:00 Hours

*You are required to answer in your own words as far as applicable. Figures in the margins indicate full marks.*

**SECTION A: VERY SHORT ANSWER QUESTIONS (10 X 2 = 20 MARKS)**

Answer **ALL** the questions.

- Q1. State the meaning of retrenchment strategy.
- Q2. Write any two points of importance of strategic management.
- Q3. What do you mean by unique resources?
- Q4. Make a list of level of strategy.
- Q5. Define the term 'strategic advantage'.
- Q6. Give the concept of cost leadership strategy.
- Q7. State the meaning of strategic alliance.
- Q8. Why is strategy important? Write.
- Q9. State the concept of benchmarking.
- Q10. Under what condition, do organizations adopt the stability strategy?

**SECTION B: SHORT ANSWER QUESTIONS (6 X 8 = 48 MARKS)**

Answer any **SIX** questions.

- Q11. Give the meaning of strategic decisions and explain the characteristics of strategic decisions. [2+6]
- Q12. What do you mean by environmental scanning? What steps are to be followed in environmental scanning process? Explain. [2+6]
- Q13. Write the short notes on available resources and threshold resources. [4+4]
- Q14. Mention the meaning of diversification strategy and explain its types. [8]
- Q15. What is comparative analysis? Explain, in brief the techniques of comparative analysis. [2+6]
- Q16. Briefly explain the porter's competitive strategies. [8]
- Q17. What do you mean by strategic control? Explain the types of strategic control. [2+6]
- Q18. Write short notes (any two): [4+4]
  - a. Product development
  - b. Value Chain analysis
  - c. Core Competencies

**SECTION C: LONG ANSWER QUESTIONS (2 X 16 = 32 MARKS)**

Answer any **TWO** questions.

- Q19. What is strategic management? Describe the process of strategic management. [4+12]
- Q20. What do you meant by business environment? Why is it important for manager to understand environmental forces? Explain the different components of internal and external business environment. [2+2+6+6]
- Q21. a. What do you mean by PESTEL analysis? Explain. [8]  
b. Write the short notes on growth strategy and combination strategy. [4+4]

**THE END**