

MID-WESTERN UNIVERSITY
EXAMINATIONS MANAGEMENT OFFICE
FINAL EXAMINATION: 2076
BACHELOR OF BUSINESS STUDIES (BBS)
SEMESTER - VIII

Subject: Strategic Management
Full Marks: 100

Course Code: MGMT 382
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** questions.

- Q1. Give the meaning of strategic management within two sentences.
- Q2. State the concept of benchmarking.
- Q3. Why is market penetration adopted?
- Q4. Define the term 'strategic advantage'.
- Q5. Write the meaning of market development.
- Q6. Give the concept of strategic alliances.
- Q7. What do you mean by core competency?
- Q8. Mention the meaning of business environment.
- Q9. Write any two importance of strategic management.
- Q10. Under what condition, organizations adopt the growth strategy?

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

Answer any **SIX** questions.

- Q11. What do you mean by strategic decisions? Explain the importance of strategic decisions. 2+6
- Q12. Give the concept of environmental scanning and explain its process. 2+6
- Q13. State the meaning of available resources and threshold resources with examples. 4+4
- Q14. Mention the meaning of comparative analysis and explain in brief about the technique of comparative analysis. 2+6
- Q15. What are the steps involved in operationalizing the strategy? Discuss. 8
- Q16. Briefly explain about the porter's competitive strategies. 8
- Q17. Give the meaning of strategic control and explain its types. 2+6
- Q18. Write short notes: (on any two)
 - a. Product diversification
 - b. Acquisition and merger
 - c. SWOT analysis

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

Answer any **TWO** questions.

- Q19. What do you meant by strategy? Explain the different levels of strategy with suitable example. 4+12
- Q20. Explain the industry analysis using porter's five forces model. 16
- Q21. "Business organizations are found to have been more engaged in external environment analysis rather than in internal environment analysis". In the context of the given statement, explain the internal and external components of environment. 8+8

