



**WEST BENGAL STATE UNIVERSITY**  
BBA Honours 5th Semester Examination, 2020, held in 2021

**BBAACOR11T-BBA (CC11)**

**BUSINESS POLICY AND STRATEGIC MANAGEMENT**

Time Allotted: 2 Hours

Full Marks: 50

*The figures in the margin indicate full marks.  
Candidates should answer in their own words and adhere to the word limit as practicable.*

**GROUP-A**

1. Answer any **five** questions from the following: 2×5 = 10
- (a) What is Long-Range Planning?
  - (b) Identify some areas of Core competencies.
  - (c) Identify some key areas involved in setting of objectives.
  - (d) Differentiate between divestment and disinvestment.
  - (e) State any two problems of unrelated diversification.
  - (f) What do you understand by Mergers?
  - (g) What is Strategic control?
  - (h) Define Corporate Governance.
  - (i) What do you mean by environmental scanning?
  - (j) What is functional level strategy?
  - (k) Define strategic control process.
  - (l) Define vision statement of a company.
  - (m) What do you understand by 'industrial relations'?
  - (n) What do you mean by 'ETOP'?
  - (o) What is meant by 'strategy evaluation'?

**GROUP-B**

2. Answer any **four** questions from the following: 5×4 = 20
- (a) Enumerate the company's external environment.
  - (b) Do you agree with the view that structure follows strategy? Give reasons for your answer.

- (c) Differentiate between vision and mission of a company. Also explain the characteristics of a mission statement.
- (d) What are the steps to perform Strategic Advantage Analysis?
- (e) “SWOT analysis is a very crucial element of strategic planning”. Explain.
- (f) Describe the process of strategic management.
- (g) Explain the role of ‘Corporate Social Responsibility’ in socio-economic development.
- (h) State the role of CEO in strategic management.
- (i) Why is liquidation considered as a difficult or undesignable strategy? Explain.
- (j) Explain the GE Nine Cell Model.
- (k) State in brief the concept of BCG Matrix.
- (l) Elaborate S.W.O.T Analysis with examples.

### GROUP-C

3. Answer any *two* questions from the following: 10×2 = 20

- (a) Discuss Michael Porter’s Five Forces Model for analyzing competitive environment of a firm.
- (b) Describe the McKinsey’s 7s framework for organisational analysis with an illustration.
- (c) Write a detailed explanatory note on the methods and techniques used for organizational appraisal.
- (d) Enumerate the steps involved in Strategic Management Process.
- (e) What are various types of mergers? What are the issues in implementing ‘merger strategy’ successfully? Cite the latest Indian and Global examples relevant to the merger strategy.
- (f) Enunciate the behavioural considerations affecting choice of strategy.

**N.B. :** *Students have to complete submission of their Answer Scripts through E-mail / Whatsapp to their own respective colleges on the same day / date of examination within 1 hour after end of exam. University / College authorities will not be held responsible for wrong submission (at in proper address). Students are strongly advised not to submit multiple copies of the same answer script.*

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