



MC-3560-R

Third Year B. B. A. (Sem. VI) Examination
October/November - 2013
Elements of Strategic Management

Time : 3 Hours]

[Total Marks : 70

Instructions : (1)

नीचे दशांशविल निशानीवाणी विगतो उत्तरवही पर अवश्य लखवी. Fillup strictly the details of signs on your answer book.	Seat No. :
Name of the Examination :	<input type="text"/>
<input type="checkbox"/> Third Year B. B. A. (Sem. 6)	<input type="text"/>
Name of the Subject :	<input type="text"/>
<input type="checkbox"/> Elements of Strategic Management	<input type="text"/>
Subject Code No. : <input type="text" value="3"/> <input type="text" value="5"/> <input type="text" value="6"/> <input type="text" value="0"/>	Section No. (1, 2,.....) : <input type="text" value="Nil"/>
	Student's Signature

(2) Elaborate your answers with suitable examples.

- 1 Answer following questions in brief : 14
- Draw the diagram of hierarchy of strategic Intent.
 - Explain term policy.
 - Enlist determinants of Buyer Power.
 - What is Competitive Advantage ?
 - What is Strategic Business Unit (SBU) ?
 - Explain Forward Linkage in Strategic Implementation.
 - What is Organizational Change ?
- 2 (a) Sankara Nethralaya has defined its mission statement as "to provide total Eye-care solutions of highest standards to all sections of community through a team of competent, committed and compassionate professionals in a patient friendly environment. Sankara Nethralaya is also committed to create a Centre of Excellence for ophthalmic professionals for continuously updating their knowledge through Education, Training and carrying innovative India centric Research to benefit the entire ophthalmic professionals for continuously updating their knowledge through Education, Training and carrying innovative India centric Research to benefit the entire ophthalmic community." Examine this mission statement in the light of characteristics of a good mission statement. 7

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(b) Explain BCG Growth Share Matrix in brief. 7

OR

2 (a) Explain in brief Strategic Management Process. 7

(b) What is Strategic Choice ? Explain giving examples the decision factors involved in strategic choice. 7

3 (a) What is Experience Curve ? Discuss limitations of experience Curve. 7

(b) Discuss Role of Environmental Analysis in Strategic Management. 7

OR

3 Discuss value chain analysis model in detail. 14

4 (a) What is business strategy ? Discuss any one business strategy in detail. 7

(b) What is Retrenchment Strategy ? Discuss Turnaround Strategy. 7

OR

4 What is Grand Strategy ? Explain different variants of Grand Strategies. 14

5 (a) Discuss Strategic Control Process. 7

(b) Discuss role of leadership in behavioural implementation. 7

OR

5 What is innovation ? Discuss Innovation Management in detail. 14