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Exam Roll No. ....

# END TERM EXAMINATION

FOURTH SEMESTER [LLB] JUNE 2024

Paper Code: BBALLB-214/313

Subject: Strategic Management

Time: 3 Hours

Maximum Marks: 75

Note: Attempt all questions as directed. Internal Choice is indicated.

Q1. Attempt any Five of the following questions:

(5x5=25)

- What is strategic management?
- Define the term "mission statement."
- What are the key components of the Strategic Management Model?
- List two benefits of strategic management.
- Identify two common pitfalls in strategic planning.
- What is the main objective of value chain analysis?
- Briefly describe Porter's Five Forces Model.
- What is the primary focus of resource allocation in strategy implementation?



Q2. Evaluate the Strategic Management Model. Describe its key components and explain how each component contributes to strategic planning. Include a detailed analysis of how the model can be applied in real-world business scenarios. (12.5)

OR

Q3. Analyze the impact of external forces on business strategy using Porter's Five Forces Model. Provide real-world examples to illustrate each force and discuss how companies can navigate these forces. (12.5)

Q4. Evaluate the SWOT and BCG models used in the Matching Stage. How do these models assist in strategic decision-making? (12.5)

OR

Q5. Discuss the integration of the Input, Matching, and Decision stages in the Strategy Analysis and Choice model. How do these stages collectively ensure effective strategic planning? (12.5)

Q6. Examine the role of resource allocation in strategy implementation. How can organizations ensure that resources are effectively distributed to support strategic objectives? Discuss the impact of resource allocation decisions on the overall success of strategy implementation. (12.5)

OR

Q7. What steps can an organization take to match its structure with its strategic goals? Provide examples to illustrate your points. (12.5)

Q8. Discuss the challenges of managing resistance to change during strategy implementation. How can organizations effectively address and overcome these challenges? (12.5)

OR

Q9. Identify and explain the various steps involved in creating a strategy-supportive structure. How can an organization ensure that its structure remains aligned with its strategic objectives over time? (12.5)

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# END TERM EXAMINATION

FOURTH SEMESTER [LLB] JULY 2023

Paper Code: LLB214

Subject: Strategic Management

Time: 3 Hours

Maximum Marks: 75

Note: Attempt five questions in all including Q.No.1 which is compulsory. Select one question from each unit.

## PART-A

- Q1 Write brief explanations of the following: (5x5=25)
- SBU (Strategic Business Unit)
  - Conglomerate diversification
  - Penetration Pricing
  - Risk avoidance
  - Resource - Based View

## PART-B

### UNIT-I

- Q2 Justify to what extent do you agree with the following statements (6)
- Organizational culture can inhibit Strategic Management. (6)
  - The process of performing an external audit must involve as many managers and employees as possible. (6.5)

OR

- Q3 Elucidate on importance of Strategic Management. Highlight the Pitfalls of Strategic Management, if any. (12.5)

### UNIT-II

- Q4 Explain with example the terms Mission, the Vision and the Strategic Intent Statements. Why and when is there likely to be conflict between them? (12.5)

OR

- Q5 "A company's primary and secondary activities identify the major components of cost structure "- explain. (12.5)

### UNIT-III

- Q6 List the environmental factors that can affect an organization 's strategy. How would you analyze Competitive Environment? (12.5)

OR

- Q7 Explain strategic implications of BCG matrix model. (12.5)

### UNIT-IV

- Q8 What is organization structure and control? Explain in detail the evolutionary pattern of strategy and organizational structure. (12.5)

OR

- Q9 Illustrate how organisational activities can become core competencies and eventually distinctive competencies. List five financial ratios that may be used to monitor operations of a firm. (12.5)

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Exam Roll No. ....

# END TERM EXAMINATION

FOURTH SEMESTER [LLB] NOVEMBER 2020

Paper Code: BBALLB-214 / 313

Subject: Strategic Management

(Batch 2014 onwards)

Time: 2 Hours

Maximum Marks: 75

Note: Attempt any three questions.

- Q1 "Strategic management process is the way in which strategists determine objectives and strategic decisions". Discuss. (25)
- Q2 "Employees have a greater role to play in formulating strategy". Comment (25)
- Q3 Do you think business vision should be reviewed and upgraded after every few years? Justify your answer by giving suitable arguments. (25)
- Q4 "Each industry's attractiveness or profitability potential is a direct function of the interactions of various environmental forces that determine the nature of competition." Discuss (25)
- Q5 "The five forces model provides the rationale for increasing or decreasing resources commitment". Comment. Are there any disadvantages in using Porter's five forces model? Elucidate the pros and cons of using the model. (25)
- Q6 Do you think that each activity in the value chain can contribute to a firm's relative cost position and create a basis for differentiation? Why/why not? (25)
- Q7 Though BCG matrix can be very helpful in forcing decisions in managing a portfolio of products, it cannot be employed as the sole means of determining strategies for a portfolio of products. Do you agree with this statement or not? Why? (25)
- Q8 In your opinion, which aspects of an organisation determine the best design for it? Compare and contrast the functional and divisional structures? (25)

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# END TERM EXAMINATION

FOURTH SEMESTER [LLB] MAY-JUNE 2018

Paper Code: BBALLB-214

Subject: Strategic Management  
(Batch upto 2014)

Time: 3 Hours

Maximum Marks: 75

Note: Attempt five questions in all including Q no.1 of Part A which is compulsory. Select one question from each unit of Part B.

## PART-A

- Q1 Do brief analysis of the following:- (5x5=25)
- (a) Role of business objectives in Strategic Management
  - (b) Usefulness of having a vision for a firm
  - (c) Concentric Diversification
  - (d) SWOT Analysis
  - (e) Matching Structure with Strategy

## PART-B UNIT-I

- Q2 "The purpose of strategy is to define the nature of relationship between a firm and its environment. Comment. (12.5)
- Q3 "Strategic Management Process should be seen as dynamic, continuous and flexible and must be considered as a whole." Explain the statement. (12.5)

## UNIT-II

- Q4 What are the various environmental factors that affect the business? Discuss their relative importance. (12.5)
- Q5 Analyse the following trends and assess their impact on strategy formulation within companies- (12.5)
- (a) Spread of cell phone culture
  - (b) Growing number of aged people
  - (c) Poor infrastructure facilities
  - (d) The spread of consumerism

## UNIT-III

- Q6 Explain the method of constructing BCG Matrix. What are its used and limitations? (12.5)
- Q7 "Strategic choice is made in the context of decision situation and decision maker." Comment. (12.5)

## UNIT-IV

- Q8 What is the meaning of 'resistance to change'? Discuss the factors which are responsible for such resistance. Also explain the measures to overcome such resistance. (12.5)
- Q9 What do you mean by strategic implementation? What are the important issues involved in it? (12.5)

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# END TERM EXAMINATION

FOURTH SEMESTER [LLB] MAY-JUNE-2017

**Paper Code: BBALLB-214** **Subject: Strategic Management**

**Time: 3 Hours** **Maximum Marks: 75**

**Note: Attempt any five questions .All questions carry equal marks.**

- Q1 Define strategic management? Explain the steps in the process of strategic management, in details.
- Q2 ✓ What cautions have to be observed while doing strategic planning? Explain the pitfalls of strategic planning in detail? Also discuss how these pitfalls can be avoided.
- Q3 ✓ Discuss Porter's five forces model with reference to any Indian industry of your choice. What does the model tell you about the level of competition in this industry?
- Q4 ✓ Outline the process of formulating corporate vision and mission, giving suitable examples.
- Q5 Explain the concept and process of strategic analysis and choice? Why do you think this forms the basis of any successful strategy?
- Q6 ✓ Explain the applicability of SWOT analysis and BCG matrix? Illustrate your answer with suitable examples.
- Q7 ✓ "A brilliant strategy can put a firm on the competitive map but only solid execution can keep it there" Comment and discuss.
- Q8 ✓ Write notes on the following:-
  - (a) Management's resistance to change-options available
  - (b) Human resource challenges in implementing strategies

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# END TERM EXAMINATION

FOURTH SEMESTER [LLB] MAY-JUNE-2016

Paper Code: BBALLB-214

Subject: Strategic Management

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions .All questions carry equal marks.

- Q1 Distinguish between business vision and mission. How are they decided? Give examples of few vision and mission statements to explain the difference between two.
- Q2 What is Porter's five Forces Model? Illustrate the usefulness of the model in Strategic management.
- Q3 Explain the steps involved in Strategic management. What are its different phases? Explain them in brief.
- Q4 What is the relevance of value chain Analysis for a Business? Explain the concept with suitable examples.
- Q5 Discuss the use of BCG matrix in Strategic Analysis and choice. How decision are arrived at. Is there a between technique of analysis besides BCG? Give reason in support.
- Q6 In Strategy implementation, how structure is matched with strategy? What structuring considerations are involved and how are they implemented? Explain in brief.
- Q7 What human resources concern are important in Strategy Implementation? Explain them with examples.
- Q8 Write notes on:-  
(a) SWOT and in context of any organization of your choice.  
(b) Ways to manage resistance to change in Strategy Implementation.

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Please write your Exam Roll No.)

Exam Roll No. .... 31

# END TERM EXAMINATION

SIXTH SEMESTER [LLB] MAY-JUNE 2013

Subject: Strategic Management

Paper Code: BBA(LLB) 316

Maximum Marks :75

Time : 3 Hours

Note: Attempt any five questions. All questions carry 15 marks each.

Q1. Explain the Strategic Management Process. Also describe the mission and objectives and how they relate to the strategic management process?

Q2. Explain how the environmental analysis and diagnosis phase can be used in the strategic management process?

Q3. Explain how the ETOP can be used in the strategic management process?

Q4. Describe the major strategic alternatives available to firms? Also give the advantages and disadvantages of various alternatives

Q5. Describe the conditions under which strategy variations are considered? Also explain the advantages and disadvantages of mergers and diversification?

Q6. Explain how managers make a choice among alternatives?

Q7. How implementation is related to strategy? Also tell how the organisation structure evolves with strategy?

Q8. Describe implementation aspects of international strategy? Briefly explain how firms evaluate and control strategy?

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