



‘समानो मन्त्रः समितिः समानी’

**UNIVERSITY OF NORTH BENGAL**  
BBA Honours 5th Semester Examination, 2023

**CC12-BBA (502)**

**STRATEGIC MANAGEMENT**

Time Allotted: 2 Hours

Full Marks: 60

*The figures in the margin indicate full marks.*

**GROUP-A**

Answer any *two* questions

12×2 = 24

1. “A corporate value chain advocated by Porter can be used as a framework for identifying competitive advantage”. With reference to the statement explain the importance of value chain in formulating organizational structure and leveraging competitive scope. 12
2. What do you understand by the term ‘Strategic Management’? Discuss the steps involved in strategic management of firm. 3+9
3. Explain the strategic implication of GE or BCG matrix in organizational resource allocation. 12
4. Different types of strategies need different types of organization structure. — Explain. 12

**GROUP-B**

5. Answer any *four* questions:

6×4 = 24

- (a) Write a short note on vulnerability analysis.
- (b) Write a short note on Generic Competitive Strategy.
- (c) “A strategy rests on key success factors.” What are those success factors?
- (d) Point out characteristics of a good vision statement of an organization.
- (e) Discuss the rationale of diversification.
- (f) Write a short note on technology life cycle and corporate policy.
- (g) Differentiate between merger and acquisition.

**GROUP-C**

6. Answer any *four* questions:

3×4 = 12

- (a) Cite examples of financial objectives of commercial organizations.
- (b) What do you mean by values and ethics of an organization?
- (c) Differentiate between functional strategy and operational strategy.
- (d) What is turnaround strategy?
- (e) How can a SWOT analysis help in strategy formulation?
- (f) Distinguish between objectives and goals.

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