



'समानो मन्त्रः समितिः समानी'

**UNIVERSITY OF NORTH BENGAL**  
BBA Honours 5th Semester Examination, 2022

**CC12-BBA (502)**

**STRATEGIC MANAGEMENT**

Time Allotted: 2 Hours

Full Marks: 60

*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**

Answer any *two* questions

12×2 = 24

1. Draw and explain the BCG matrix. Narrate its applications in strategic management. 6+6
2. Define strategy. Explain the importance of strategy in firm. Briefly narrate the strategic management process followed in an organization. 2+6+4
3. Write a note on Porter's five force model. Also, explain the relationship between organization structure and adoption of strategy. 6+6
4. Define the term 'environmental scanning'. What are the various mega environment factors that affect the organization? 3+9

**GROUP-B**

5. Answer any *four* questions from the following: 6×4 = 24
  - (a) Define business policy. State the features of business policy. 6
  - (b) Write a note on SWOT Analysis. 6
  - (c) Distinguish between objectives and goals. 6
  - (d) What are the different types of strategies followed by a business firm? 6
  - (e) Write a short note on GAP analysis. 6
  - (f) What are the various expansion and retrenchment strategies followed by companies? 6

**GROUP-C**

6. Answer any *four* questions from the following: 3×4 = 12
  - (a) What are the generic strategies? 3
  - (b) State any two importance of strategic planning. 3
  - (c) Explain the role of core competency in strategic choice. 3
  - (d) Write any two differences between BCG matrix and GE business screen matrix. 3
  - (e) Define strategic control. 3
  - (f) What do you understand by the term resource allocation? 3

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