

8 APR 2019

Seat No. \_\_\_\_\_

**Examination March/April- 2019**

**B.B.A. Semester-6**

**Subject: Corporate Strategy**

**Paper No: CC-603**

**Subject Code: 20939**

**[Time: 2.5 Hrs.]**

**[Total Marks: 70]**

**Q:1** Write a detailed note on Strategic Decision Making. (14)

**OR**

**Q:1** Discuss briefly about need of Strategic management in the current time for different competitive organizations. (14)

**Q:2** What is Explicit Mission? Explain in detail formulation of Mission statement. (14)

**OR**

**Q:2** Define Objectives. Also discuss the importance of clear specification while formulating Objectives for any Organization. (14)

**Q:3** Write a detailed note on Social responsibility of Business. (14)

**OR**

**Q:3** Define Environmental analysis. Also discuss in detail different techniques for Environmental analysis. (14)

**Q:4** Describe in detail the Value Chain analysis of any service organization of your choice. (14)

**OR**

**Q:4** Explain in detail different factors required for internal analysis of any organization along with its importance. (14)

**Q:5** Write a short note on the following: (14)

- 1) Hofer's Model
- 2) Generic Strategy

**OR**

**Q:5** Write a short note on the following: (14)

- 1) Strategy Implementation
- 2) GE 9 Cell Matrix