



# ADITYA DEGREE COLLEGES

\* ANDHRA PRADESH \*

VI SEMESTER - PREFINAL EXAMINATIONS

III BBA- BUSINESS STRATEGY

Max. Marks : 75

Time : 3 Hours

Date: 27-03-2019

## SECTION-A

I Answer any Five questions:

5x 5 = 25 M

1. Explain the concept of Business Strategy
2. What are the essential of in adequate Strategy
3. Explain the concept of strategic analysis.
4. What is strategies formulation.
5. Write the concept of core competency.
6. Define the term mergers and acquisitions.
7. What is meant by strategic vision.
8. Role of CEO in Strategic Management

## SECTION-B

II. Answer the following questions:

5 x 10 = 50 M

9. (a) Write about the essentials of effective and inadequate strategies

(Or)

- b) Explain about the functions of Business strategies.

10. a) What is the importance of environmental scanning in Strategic Analysis

(Or)

- b) Discuss about strategic thinkers and their Contributions.

11. a) Explain various types of strategy formulation.

(Or)

- b) Discuss core competencies and their importance in strategy formulation.

12. a) Discuss various stages of strategic planning process.

(Or)

- b) Discuss various steps in strategic implementation process.

13. a) Explain the various techniques used for strategic evaluation and control.

(Or)

- b) Explain about strategic vision and the role of strategist in policy making of an organization