

**DEPARTMENT OF MANAGEMENT
SCHOOL OF MANAGEMENT & BUSINESS STUDIES
JAMIA HAMDARD**

**Examination – BBA IVth Semester
Business Strategy & Ethics
Backlog
(Paper Code: BBA-E- 02)
Role No. _____**

Time : 3 Hours

Max. Marks:- 75

Section A

Attempt any six questions (5 x 6= 30)

1. Explain the importance and scope of strategic management.
2. Why Michael Porter's five forces model is an important tool?
3. What is multinational strategic planning? Elucidate
4. Define stability strategy and their various approaches?
5. Describe SWOT and explain how an organization can use a SWOT analysis to its advantage.
6. What are short and long term objectives? What are three important qualities of effective short term objectives?
7. How best can a new venture achieve competitive advantages? Explain
8. What are the differences between strategic and operational planning?
9. Define the following.
 - a) Internal Environment
 - b) Moral Values
 - c) Ethical Dilemmas

Section B

Attempt any three questions (15 x 3= 45)

10. Define Strategic Management Process? What are the key components of Strategic management process an organization needs to follow? Explain with examples
11. Explain the Environmental factors that can affect an organization's Strategy.
12. What is grand strategy matrix? Discuss the dimensions of grand strategy matrix in detail.
13. Why an organization adopts expansion strategy? Elaborate the different types of expansion strategy an organization may adopt?
14. What is the relevance of ethics in business strategy? Discuss the steps of ethical decision making?