



UNIVERSITY OF NORTH BENGAL

BBA 4th Semester Examination, 2020

STRATEGIC MANAGEMENT

COURSE-402

Full Marks: 100

ASSIGNMENT

The figures in the margin indicate full marks.

**Answer any two assignments
Each assignment carries 50 marks**

50×2=100

Assignment 1

- (a) At what different levels can a business be defined? Explain these different levels and indicate the manner in which they can be integrated with each other. 20+15+15
- (b) Describe the various considerations involved in appraising an organization.
- (c) Identify and explain the different types of strategies under stability, expansion, retrenchment and combination corporate level strategies. Quote examples to explain each of these strategies.

Assignment 2

- (a) Describe the GE nine cell matrix technique used for analyzing corporate portfolio. 15+20+15
- (b) Select an industry of your choice. Identify Porter's Five forces of competition in that industry. Perform a competitor analysis from the point of view of the market leader in that industry.
- (c) Identify the possible strategic groups in that industry and judge the implications of such groups on the strategies of the market leader.

Assignment 3

It is believed by many strategists that the estimation of relevant future events which can affect turnover and profits can be done using Forecasting techniques. What are your views? Using proper examples either from automobile industry or pharmaceutical industry or real estate industry bring out the importance of forecasting demand. In this context state how SWOT Analysis is done to know about various factors that can affect business performance of these industries. 50

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