



UNIVERSITY OF NORTH BENGAL
BBA Honours 5th Semester Examination, 2020

CC12-BBA (502)

STRATEGIC MANAGEMENT

Full Marks: 60

ASSIGNMENT

The figures in the margin indicate full marks.

Answer any two questions

30×2 = 60

Each question carries 30 marks

1. (a) “Corporate Social Responsibility as a business imperative must not be accepted grudgingly or half heartedly. Instead, it must be practiced with full vigour and straight from the heart passion and this certainly helps the companies in the long run” — Critically analyse the statement with Indian examples. Explain the process of strategic implementation and evaluation. 20+10=30
- (b) Do a SWOT analysis for Reliance Jio 4G services in Indian market and analyse the strategic approach of reliance communication in this regard.
2. (a) Illustrate with suitable example for avoiding failures and sustaining competitive advantage. Explain the importance of strategic management and discuss the important steps involved in strategic management process. 15+15=30
- (b) Why do you think the strategies (or strategic planning) fail to deliver desired results? Be brief and precise.
3. Select a company of your choice. Recollect the current events and identify the important macro environmental factors which had an impact on the company. List out the opportunities and the threats posed to the company due to the macro environmental factors. 30

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