

College Name: _____

Student Name: _____ Father's Name: _____

Copy No: _____

**KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION JUNE 2017; AFFILIATED COLLEGES
STRATEGIC MANAGEMENT; BA (H)-602 (PART B)
BBA – VIII**

Date: July 3, 2017

Max. Time: 100 Mins

Max. Marks: 40

INSTRUCTIONS:

- 1. Attempt any 4 questions. Do not write anything on the question paper, EXCEPT the initials mentioned above.**
- 2. Mobile phones or any other communicating device will not be allowed in the examination room. Students will have to remove the batteries of these devices before entering the examination hall.**

- Q1. Explain the various steps involved in Strategic Management process in a single business firm.
- Q2. Discuss the importance of differentiation strategy in the present competitive environment. Explain taking into consideration its advantages and disadvantages.
- Q3. Every strategic alliance incurs certain costs and comes with a set of risks. Explain any five costs/risks of entering into a strategic alliance
- Q4. Explain any three methods/techniques used in strategic control systems, giving examples.
- Q5. 'Strategy includes the determination and evaluation of alternative paths to an already established mission or objective and eventually, choice of the alternatives to be adopted.' Explain the statement underlining the process of strategy formulation.
- Q6. Technological factors represent major opportunities and threats, which must be taken into account while formulating strategies. Discuss. How a firm build a sustainable technology can based competitive advantage?

END OF SUBJECTIVE PAPERS