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CCFUP/5th Sem /BBA/25(NEP)

2025

5th Semester Examination (CCFUP : NEP)

BBAHM

Paper : BHMHMJE 1-T

Full Marks : 60

Time : Three Hours

*The figures in the margin indicate full marks.
Candidates are required to give their answers
in their own words as far as practicable.*

(Strategic Management)

Group - A

Answer any *five* questions : $2 \times 5 = 10$

1. What is meant by Strategic Management?
2. What is Vision Statement?
3. What is Strategic Intent?
4. State any two objective of CSR.
5. What do you understand by organizational culture?
6. Define balance scorecard.
7. What is meant by Key Performance Indicators (KPIs).
8. State any two importance of strategic management.

P.T.O.



(2)

Group - B

Answer any *four* questions : $5 \times 4 = 20$

9. Differentiate Corporate and Business Level Strategies.
10. Briefly describe porter's five forces with suitable example.
11. Explain the concept of competitive advantage with suitable example.
12. What are the key challenges in strategy implementation?
13. How does SWOT analysis help in strategy formulation?
14. Discuss the role of corporate governance in strategy implementation.

Group - C

Answer any *three* questions : $10 \times 3 = 30$

15. Critically examine Mintzberg's 5Ps of strategy with practical illustration.
 16. Explain the major issues involved in strategy implementation.
 17. Elaborate the concept of Corporate Social Responsibility and its strategic implications.
 18. Describe BCG matrix with suitable example.
 19. Discuss Strategic Control and Operational Control with suitable examples.
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(3)

OR

(Consumer Behaviour)



Group - A

Answer any *five* questions : $2 \times 5 = 10$

1. What is consumer behaviour?
2. State the meaning of SMART criteria of research objectives.
3. Define secondary data with the help of example.
4. State any two rights of consumer.
5. What do you understand self-concept in consumer behaviour?
6. What do you mean by motive arousal?
7. State any two importance of data analysis.
8. Define motivation.

Group - B

Answer any *four* questions : $5 \times 4 = 20$

9. Discuss the nature of consumer behaviour in marketing.
10. Explain the major barriers that affect marketing communication effectiveness.
11. Describe the factors influencing consumer behaviour.

P.T.O.



(4)

12. What is motivational conflict? Explain its types. 1+4
13. Discuss different methods of collecting primary data with example.
14. Explain the various types of consumer behaviour with the help of example.

Group - C

Answer any *three* questions : 10×3=30

15. What do you mean by consumer research? Explain in detail the process of conducting consumer research, 3+7
16. Describe how your business can adapt to consumer behaviour in the digital age.
17. Why consumer decision making process is important? Discuss briefly about consumer decision making process. 4+6
18. What is marketing communication? Discuss about the process of marketing communication. 3+7
19. Write short note on the following : 5+5
- (i) Maslow's need hierarchy
 - (ii) Psychoanalytic theory