

NDGURU

BBS 3rd Year

Business Environment and Strategic Management Model Question

Group "A"

Brief Answer Questions (10×2=20)

Attempt all questions.

1. Enlist any four techniques of environmental scanning.
2. Write any two issues of political environment in Nepal.
3. Point out two legislations related to consumer protection and two legislation related to finance and investment.
4. Write any four components of socio-cultural environment.
5. Write any two principles of WTO.
6. Define competitive advantage.
7. What is strategic fit?
8. Write two differences between strength and weakness.
9. Define cash cow in BCG matrix.
10. What is horizontal merger?

Group "B"

Descriptive Answer Questions (5×10=50)

Attempt five questions.

11. Understanding business environment is essential for organizational excellence. Justify your answer with suitable examples.
12. How technology affects business environment? Explain your answer indicating existing levels of technology used in Nepalese business organizations.
13. What is WTO? Do you think that Nepalese business organizations have benefited after getting its membership in 2004? How?
14. Explain the process of strategic planning.
15. What is internal analysis? Explain effectiveness analysis as a technique of internal analysis.
16. What is operational control? Explain the process of operational control.

Group "C"

Analytical Answer Questions (2×15=30)

Attempt any two questions.

17. Analyze economic environment with its component and dimension of economy.
18. Comprehend the effects of liberalization on Nepalese business.
19. What is strategy implementation? Discuss the process of strategy implementation.
20. Define portfolio analysis with suitable examples. Discuss the BCG matrix and GE Nine cells matrix as the techniques of portfolio analysis.