**SESSION AUG/SEP 2022**

**PROGRAM BACHELOR OF BUSINESS ADMINISTRATION (BBA)**

**SEMESTER IV**

**COURSE CODE &amp; NAME DBB2201 – BUSINESS STRATEGY**

**CREDITS 4**

**Assignment Set – 1**

**1. Describe the value chain analysis concept.**

**Ans:** Value chain analysis is a means of evaluating each of the activities in a company's value chain to understand where opportunities for improvement lie. Conducting a value chain analysis prompts you to consider how each step adds or subtracts value from your final Its Half solved only

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**2. Discuss strategic management process.**

**Ans:** The strategic management process consists of three steps: a. Environmental Scanning b. Strategy formulation c. Strategy implementation and d. Strategy evaluation In this context, it is important to note that any existing business which has already developed a strategic management plan will revisit these steps as the need arises, in order to make necessary changes and improvements.

1. **Environmental Scanning** Environmental scanning is the process of gathering information about events and their

**3. Write notes on the following:**

**1. Expansion Strategy**

**Ans:** Expansion Strategy Growth or expansion strategy is normally adopted by organizations which want to explore new products, markets or operations. When growth becomes the primary objective of the company, it becomes important for the company to expand its horizons and venture into

**Assignment Set – 2**

**4. Explain any two qualitative techniques of Process analysis.**

**Ans:** Process analysis helps to identify the opportunities for improvement in the business process by reviewing it.

Some of the qualitative techniques used for analysis are:

* Value steam

**5. Discuss Business process management. Elaborate on Process automation.**

**Ans:** The business process redesign concept was invented by Thomas Davenport and Hammer and later it was termed as Business Process Re-engineering, which is focused on removing non-value-added processes or work. The result of the implementation of BPR varies and it is not satisfactory as it takes more time to modify the process. Later, the BPM concept was

**6. Differentiate between Transactional and Transformational leaders with suitable examples.**

**Ans: Transactional** Transactional leaders are efficient at managing the day-to-day affairs of a company. They reward the performance of their subordinates and manage the mundane routine.

**Some of the important**