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Roll No. \_\_\_\_\_

O.M.R. Serial No. :

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Question Booklet Number

**BBA (Sixth Semester) Examination, 2025-26**  
**(NEP)**

**F010603T – A : Strategic Management**

**F010603T – B : Training & Development**

Paper Code							
F	O	1	O	6	O	3	T

Question Booklet Series

**B**

**Time : 1 : 30 Hours ]**

**[ Maximum Marks : 75**

**Instructions to the Examinee :**

1. Do not open the booklet unless you are asked to do so.
2. The booklet contains 100 questions. Examinee is required to answer 75 questions in the OMR Answer-Sheet provided and not in the question booklet. Booklet is in two Section : **Section-A (1-50) & Section-B (51-100)**. Candidate should select 37 and 38 questions respectively from both Sections. **All** questions carry equal marks.
3. Examine the Booklet and the OMR Answer-Sheet very carefully before you proceed. Faulty question booklet due to missing or duplicate pages/questions or having any other discrepancy should be got immediately replaced.

*(Remaining instructions on the last page)*

**परीक्षार्थियों के लिए निर्देश :**

1. प्रश्न-पुस्तिका को तब तक न खोलें जब तक आपसे कहा न जाए।
2. प्रश्न-पुस्तिका में 100 प्रश्न हैं। परीक्षार्थी को 75 प्रश्नों को केवल दी गई OMR आन्सर-शीट पर ही हल करना है, प्रश्न-पुस्तिका पर नहीं। प्रश्न-पुस्तिका दो खण्डों : **खण्ड-अ (1-50) तथा खण्ड-ब (51-100)** में है। परीक्षार्थी को प्रत्येक खण्ड से क्रमशः 37 और 38 प्रश्न करने हैं। **सभी** प्रश्नों के अंक समान हैं।
3. प्रश्नों के उत्तर अंकित करने से पूर्व प्रश्न-पुस्तिका तथा OMR आन्सर-शीट को सावधानीपूर्वक देख लें। दोषपूर्ण प्रश्न-पुस्तिका जिसमें कुछ भाग छपने से छूट गये हों या प्रश्न एक से अधिक बार छप गए हों या उसमें किसी अन्य प्रकार की कमी हो, तो उसे तुरन्त बदल लें।

*(शेष निर्देश अन्तिम पृष्ठ पर)*

**Rough Work**  
रफ़ कार्य

## **F010603T – A : Strategic Management**

1. A business firm gain competitive advantage by.
  - (A) Its resources
  - (B) Its capabilities
  - (C) Both the above
  - (D) None of the above
2. Which factors play a significant role in creating competitive advantage for a business firm.
  - (A) Competent human resource
  - (B) Latest Technology
  - (C) Better customer service
  - (D) All the above
3. Organization builds its capabilities by.
  - (A) Information exchange
  - (B) R & D
  - (C) Intellectual capabilities
  - (D) All the above
4. "VRIO" tells the
  - (A) Competitive Advantage
  - (B) Strategic Advantage
  - (C) Core capabilities
  - (D) None of the above
5. Which capability factor is costly to imitate by competitors.
  - (A) Organizational culture
  - (B) Brand name
  - (C) Network between suppliers and customers
  - (D) All the above
6. How many primary and support activities in value chain.
  - (A) 6 and 4
  - (B) 5 and 4
  - (C) 7 and 3
  - (D) 8 and 4
7. Organizational strength is seen in.
  - (A) Resources
  - (B) Capabilities
  - (C) Competencies
  - (D) All of the above
8. Corporate capability is seen in its.
  - (A) General Management
  - (B) Functional Areas
  - (C) R & D and innovations
  - (D) All the above

9. Competitive advantage means more value for customer and it is achieved by.
- (A) Cost and quality
  - (B) Innovation and customer service
  - (C) Both the above
  - (D) None of the above
10. Corporate strategy are also known as:
- (A) Directional strategy
  - (B) Grand strategy
  - (C) Both the above
  - (D) None of the above
11. Which one shows that a organization has adopted stability strategy.
- (A) Pause/ proceed with caution
  - (B) Profit strategy
  - (C) No change strategy
  - (D) All the above
12. Turn around strategy is.
- (A) Retrenchment strategy
  - (B) Stability strategy
  - (C) Growth strategy
  - (D) None of the above
13. Which is paid as most extreme Retrenchment strategy.
- (A) Divestment
  - (B) Liquidation
  - (C) Transformation
  - (D) None of the above
14. Which one is called as generic strategy.
- (A) Low cost leadership
  - (B) Differentiation
  - (C) Focus
  - (D) All the above
15. Which is a way to achieve intensive growth.
- (A) market Penetration
  - (B) Product Development
  - (C) Market Development
  - (D) All the above
16. Integrative growth is achieved by.
- (A) Vertical integration
  - (B) Horizontal integration
  - (C) Both the above
  - (D) None of the above
17. Which factor is necessary for strategic implementation.
- (A) Organizational structure
  - (B) Leadership
  - (C) Organizational culture
  - (D) All the above

18. Complexity, informational and centralization are associated with.
- (A) Structural implementation
  - (B) Procedural implementation
  - (C) Project implementation
  - (D) Functional implementation
19. Which one work in between structure and strategy.
- (A) Functions
  - (B) Activities
  - (C) Responsibilities
  - (D) All the above
20. A business firm which provide multiple products to customers which organizational structure would be suitable.
- (A) Product organisation structure
  - (B) Functional organisation structure
  - (C) SBUs
  - (D) Matrix
21. Values, beliefs and set pattern of behaviour constitute the
- (A) Organisational system
  - (B) Organisational culture
  - (C) Organisational structure
  - (D) Organisational commitments
22. As per the McKinsey how many elements form the corporate culture.
- (A) Eight
  - (B) Seven
  - (C) Five
  - (D) Eleven
23. Organisation culture is helpful in creating positive value which is reflected in.
- (A) Employee Attitude
  - (B) Employee Behaviour
  - (C) Employee Perceptions
  - (D) All the above
24. Organisational culture helps in formation of.
- (A) Values
  - (B) Beliefs
  - (C) Attitude
  - (D) All the above
25. Companies set their value in written documents as.
- (A) Codes of Ethics
  - (B) Value statements
  - (C) Both of them
  - (D) None of the above

26. A suitable strategy helps the business organization by-
- (A) Understanding business environment
  - (B) Anticipate change in advance
  - (C) Setting clear objectives
  - (D) All the above
27. Formulation of strategy starts with.
- (A) Identify corporate intents
  - (B) Analyse external environment
  - (C) Knowing strength and weakness
  - (D) None of the above
28. Selection of best corporate strategy is done by evaluating its.
- (A) Suitability
  - (B) Feasibility
  - (C) Acceptability
  - (D) All the above
29. Vision statement of a business organization depicts its.
- (A) Future
  - (B) What it want to become
  - (C) What the company wants to create in future
  - (D) All the above
30. By mission statement a business organization tells its-
- (A) Purpose
  - (B) Image
  - (C) Character
  - (D) All the above
31. A business organization is compelled to frame a strategy when.
- (A) It anticipate the adversities
  - (B) It usualize the prospects
  - (C) It faces the challenges from rivals
  - (D) All the above
32. \_\_\_\_\_ are the end towards business activities is aimed.
- (A) Vision
  - (B) Objectives
  - (C) Mission
  - (D) All the above
33. By a suitable strategy a organization.
- (A) Attract customers
  - (B) Withhold competitors
  - (C) Improve market acceptance
  - (D) All the above
34. In a business organization at how many levels strategies are formulated.
- (A) Six
  - (B) Three
  - (C) One
  - (D) Four

35. Cost leadership differentiation and Niche Market are.
- (A) Corporate level strategy
  - (B) Business level strategy
  - (C) Functional level strategy
  - (D) All the above
36. The objective of a strategy is to.
- (A) Achieve competitive advantage
  - (B) Improve organizational image
  - (C) Diversification
  - (D) None of the above
37. Business objectives and societal requirements are linked together by.
- (A) Vision
  - (B) Mission
  - (C) Objectives
  - (D) Tactics
38. A good strategy defines business by incorporating.
- (A) Products
  - (B) Markets
  - (C) Functions
  - (D) All the above
39. Why we are here, where are we, where we proceed in future these statements tells about organizational.
- (A) Mission
  - (B) Vision
  - (C) Objectives
  - (D) Tactics
40. A good mission statement shows.
- (A) Organizational History
  - (B) Organizational competencies
  - (C) Organizational environment
  - (D) All the above
41. Environmental analysis is done by a business organization for.
- (A) External factors
  - (B) Industrial factors
  - (C) Internal factors
  - (D) All the above
42. In environmental analysis with factor is studies for their.
- (A) Nature
  - (B) Function
  - (C) Relationship
  - (D) All the above

43. Which factor is not part of task environment.
- (A) Customer
  - (B) R &D
  - (C) Competitor
  - (D) Suppliers
44. Socio-cultural environment analysis helps in understanding human behaviour towards.
- (A) Consumption
  - (B) Religion Education and Ethics
  - (C) Social responsibilities
  - (D) All the above
45. Market environment for a business firm include.
- (A) Customers, market intermediaries
  - (B) Competitors
  - (C) Product place, price, promotion
  - (D) All the above
46. What factors must be taken into account while doing customer analysis.
- (A) Customer identification
  - (B) Demographic factor
  - (C) Geographic location of market
  - (D) All the above
47. Who is considered as industry participants.
- (A) Competitors
  - (B) Suppliers
  - (C) Customers
  - (D) All the above
48. As per M.E. Porter a business firm faces threats from.
- (A) Five areas
  - (B) Eight areas
  - (C) Six areas
  - (D) None of these
49. Environment scanning is done by considering.
- (A) Strategist related factors
  - (B) Organisation related factors
  - (C) Environment related factors
  - (D) All the above
50. In ETOP analysis "P" depicts.
- (A) Programme
  - (B) Procedure
  - (C) Profile
  - (D) Precedents

## F010603T – B : Training & Development

51. Reaction level in training evaluation measures:
- (A) Learning gained
  - (B) Behavioral change
  - (C) Participant satisfaction
  - (D) Organizational profitability
52. Training programs are usually:
- (A) Lifelong
  - (B) Short-duration
  - (C) Long-duration
  - (D) Informal
53. Management development programs should be:
- (A) Updated regularly
  - (B) Strategically aligned
  - (C) Periodically evaluated
  - (D) All of the above
54. Classroom lectures and seminars are examples of:
- (A) Off-the-job training
  - (B) On-the-job training
  - (C) Coaching
  - (D) Apprenticeship
55. Selection of a trainer should consider:
- (A) Communication skills
  - (B) Knowledge
  - (C) Experience
  - (D) All of the above
56. Organizational analysis studies:
- (A) Environmental factors
  - (B) Strategy alignment
  - (C) Resources
  - (D) All of the above
57. The reaction level measures:
- (A) Participant satisfaction
  - (B) Knowledge gained
  - (C) Skill application
  - (D) Organizational impact
58. Operant conditioning is based on:
- (A) Reinforcement
  - (B) Observation
  - (C) Insight
  - (D) Memory
59. Workforce diversity management aims to:
- (A) Reduce workforce size
  - (B) Promote inclusion and equity
  - (C) Eliminate cultural differences
  - (D) Standardize employee behavior

60. Training evaluation is done to:

- (A) Measure outcomes
- (B) Improve future programs
- (C) Identify weaknesses
- (D) All of the above

61. Training content should be:

- (A) Related to job needs
- (B) Poorly structured
- (C) Irrelevant
- (D) Unorganized

62. Training policies must align with:

- (A) Trade unions
- (B) Government pressure
- (C) Organizational objectives
- (D) Employee demands

63. Learning level evaluates:

- (A) Knowledge and skill acquisition
- (B) Attitude change
- (C) Behavior at work
- (D) Financial results

64. Development differs from education

because development is:

- (A) Academic
- (B) Continuous and practical
- (C) Formal
- (D) Examination-based

65. Training aids help to:

- (A) Increase retention
- (B) Maintain interest
- (C) Improve understanding
- (D) All of the above

66. Development is more:

- (A) Individual-centered
- (B) Task-centered
- (C) Machine-centered
- (D) Rule-centered

67. Need for training arises due to:

- (A) Performance gaps
- (B) Organizational growth
- (C) Technological change
- (D) All of the above

68. Development programs are generally designed for:
- (A) Temporary employees
  - (B) Line workers
  - (C) Clerical staff
  - (D) Supervisory and managerial staff
69. Coaching as a development technique primarily involves:
- (A) Group lectures
  - (B) One-to-one guidance
  - (C) Online modules
  - (D) Simulation games
70. Executive development supports:
- (A) Change management
  - (B) Organizational growth
  - (C) Strategic leadership
  - (D) All of the above
71. Sensitivity training aims to improve:
- (A) Self-understanding
  - (B) Emotional awareness
  - (C) Interpersonal relations
  - (D) All of the above
72. Executive development is considered a:
- (A) Long-term process
  - (B) One-time event
  - (C) Short-term effort
  - (D) Informal activity
73. Training evaluation should be:
- (A) Conducted randomly
  - (B) Ignored
  - (C) Planned in advance
  - (D) Optional
74. Training design should be aligned with:
- (A) Job requirements
  - (B) Employee needs
  - (C) Organizational goals
  - (D) All of the above
75. Training effectiveness depends on:
- (A) Trainee motivation
  - (B) Trainer competence
  - (C) Training methods
  - (D) All of the above

76. Training design should consider:
- (A) Objectives
  - (B) Content
  - (C) Scheduling
  - (D) All of the above
77. Organizational analysis includes:
- (A) Policies
  - (B) Structure
  - (C) Goals
  - (D) All of the above
78. Cognitive learning theory focuses on:
- (A) Internal mental processes
  - (B) External stimuli
  - (C) Rewards and punishment
  - (D) Conditioning
79. Executive development is considered a:
- (A) Long-term process
  - (B) One-time event
  - (C) Short-term effort
  - (D) Informal activity
80. The CIRO Model of training evaluation includes:
- (A) Context, Input, Reaction, Output
  - (B) Context, Input, Reaction, Outcome
  - (C) Content, Implementation, Result, Output
  - (D) Context, Implementation, Result, Outcome
81. Cross-cultural training is essential because of:
- (A) Global assignments
  - (B) Cultural differences
  - (C) Workforce diversity
  - (D) All of the above
82. Learning effectiveness increases when:
- (A) Feedback is provided
  - (B) Practice is allowed
  - (C) Objectives are clear
  - (D) All of the above
83. Training enhances an employee's:
- (A) Political influence
  - (B) Work performance
  - (C) Personal life
  - (D) Social status

84. Training Needs Assessment helps to identify:
- (A) Salary differences
  - (B) Performance deficiencies
  - (C) Promotion policies
  - (D) Employee benefits
85. Training differs from education because training is:
- (A) Broad in nature
  - (B) Theoretical
  - (C) Practice-oriented
  - (D) Lifelong
86. Executive development helps organizations in:
- (A) Handling change
  - (B) Long-term stability
  - (C) Ensuring leadership continuity
  - (D) All of the above
87. Management development programs focus on:
- (A) Skills
  - (B) Knowledge
  - (C) Attitudes
  - (D) All of the above
88. Approval of training policies generally lies with:
- (A) Workers
  - (B) Top management
  - (C) Trade unions
  - (D) Supervisors
89. The Kirkpatrick Model evaluates training effectiveness at how many levels?
- (A) Two
  - (B) Three
  - (C) Four
  - (D) Five
90. The systems approach to training emphasizes:
- (A) One-time efforts
  - (B) Independent activities
  - (C) A well-connected process
  - (D) Informal learning
91. Training evaluation focuses on:
- (A) Attendance
  - (B) Training effectiveness
  - (C) Trainer performance only
  - (D) Training cost only

92. Training content should be:
- (A) Related to job needs
  - (B) Poorly structured
  - (C) Irrelevant
  - (D) Unorganized
93. Role playing helps in improving:
- (A) Behavioral understanding
  - (B) Communication skills
  - (C) Interpersonal skills
  - (D) All of the above
94. Development programs are intended for:
- (A) Routine work
  - (B) Skill replacement
  - (C) Immediate job correction
  - (D) Long-term professional growth
95. Training conducted at the actual workplace is called:
- (A) Classroom training
  - (B) Distance training
  - (C) On-the-job training
  - (D) Off-the-job training
96. Learning theories explain:
- (A) Training cost
  - (B) Employee resistance
  - (C) Process of learning
  - (D) Job design
97. Executive development methods include:
- (A) Job rotation
  - (B) Mentoring
  - (C) Coaching
  - (D) All of the above
98. Task analysis identifies:
- (A) Employee attitudes
  - (B) Job-related competencies
  - (C) Organizational climate
  - (D) Market demand
99. Person analysis is concerned with:
- (A) Skill gaps of employees
  - (B) Job design
  - (C) Organizational strategy
  - (D) Market conditions
100. Succession planning ensures:
- (A) Job rotation
  - (B) Smooth leadership transition
  - (C) Elimination of competition
  - (D) Reduction in training

**Rough Work**  
रफ़ कार्य

4. Four alternative answers are mentioned for each question as – A, B, C & D in the booklet. The candidate has to choose the correct answer and mark the same in the OMR Answer-Sheet as per the direction :

**Example :**

**Question :**

- Q. 1    (A)    ●    (C)    (D)
- Q. 2    (A)    (B)    ●    (D)
- Q. 3    (A)    ●    (C)    (D)

5. Each question carries equal marks. Marks will be awarded according to the number of correct answers you have.
6. All answers are to be given on OMR Answer Sheet only. Answers given anywhere other than the place specified in the answer sheet will not be considered valid.
7. Before writing anything on the OMR Answer Sheet, all the instructions given in it should be read carefully.
8. After the completion of the examination candidates should leave the examination hall only after providing their OMR Answer Sheet to the invigilator. Candidate can carry their Question Booklet.
9. There will be no negative marking.
10. Rough work, if any, should be done on the blank pages provided for the purpose in the booklet.
11. To bring and use of log-book, calculator, pager & cellular phone in examination hall is prohibited.
12. In case of any difference found in English and Hindi version of the question, the English version of the question will be held authentic.

**Impt. On opening the question booklet, first check that all the pages of the question booklet are printed properly. If there is any discrepancy in the question booklet, then after showing it to the invigilator, get another question booklet of the same series.**

4. प्रश्न-पुस्तिका में प्रत्येक प्रश्न के चार सम्भावित उत्तर- A, B, C तथा D हैं। परीक्षार्थी को उन चारों विकल्पों में से सही उत्तर छँटना है। उत्तर को OMR उत्तर-पत्रक में सम्बन्धित प्रश्न संख्या में निम्न प्रकार भरना है :

**उदाहरण :**

**प्रश्न :**

- प्रश्न 1    (A)    ●    (C)    (D)
- प्रश्न 2    (A)    (B)    ●    (D)
- प्रश्न 3    (A)    ●    (C)    (D)

5. प्रत्येक प्रश्न के अंक समान हैं। आपके जितने उत्तर सही होंगे, उन्हीं के अनुसार अंक प्रदान किये जायेंगे।
6. सभी उत्तर केवल ओ.एम.आर. उत्तर-पत्रक (OMR Answer Sheet) पर ही दिये जाने हैं। उत्तर-पत्रक में निर्धारित स्थान के अलावा अन्यत्र कहीं पर दिया गया उत्तर मान्य नहीं होगा।
7. ओ.एम.आर. उत्तर-पत्रक (OMR Answer Sheet) पर कुछ भी लिखने से पूर्व उसमें दिये गये सभी अनुदेशों को सावधानीपूर्वक पढ़ लिया जाये।
8. परीक्षा समाप्ति के उपरान्त परीक्षार्थी कक्ष निरीक्षक को अपनी OMR Answer Sheet उपलब्ध कराने के बाद ही परीक्षा कक्ष से प्रस्थान करें। परीक्षार्थी अपने साथ प्रश्न-पुस्तिका ले जा सकते हैं।
9. निगेटिव मार्किंग नहीं है।
10. कोई भी रफ कार्य, प्रश्न-पुस्तिका में, रफ-कार्य के लिए दिए खाली पेज पर ही किया जाना चाहिए।
11. परीक्षा कक्ष में लॉग-बुक, कैल्कुलेटर, पेजर तथा सेल्युलर फोन ले जाना तथा उसका उपयोग करना वर्जित है।
12. प्रश्न के हिन्दी एवं अंग्रेजी रूपान्तरण में भिन्नता होने की दशा में प्रश्न का अंग्रेजी रूपान्तरण ही मान्य होगा।

**महत्वपूर्ण :** प्रश्न-पुस्तिका खोलने पर प्रथमतः जाँच कर देख लें कि प्रश्न-पुस्तिका के सभी पृष्ठ भलीभाँति छपे हुए हैं। यदि प्रश्न-पुस्तिका में कोई कमी हो, तो कक्षनिरीक्षक को दिखाकर उसी सीरीज की दूसरी प्रश्न-पुस्तिका प्राप्त कर लें।