



MS – 510

VI Semester B.B.M. Examination, May 2016  
(Semester Scheme) (Freshers + Repeaters)  
(2014-15 & Onwards)

**BUSINESS MANAGEMENT**  
**Paper – 6.4 : Strategic Management**

Time : 3 Hours

Max. Marks : 100

**Instruction :** Answers should be written in **English** only.

**SECTION – A**

Answer **any 8** of the following. **Each** sub-question carries **2** marks.

**(8×2 = 16)**

1. a) What is a strategy ?
- b) Mention any two limitations of strategic management.
- c) What is Environmental Appraisal ?
- d) What is internal environment ?
- e) What is meant by strategic plan ?
- f) What do you mean by Merger ?
- g) Give the meaning of corporate culture.
- h) What do you mean by matrix structure ?
- i) Give the meaning of operational control.
- j) What do you understand by strategic audit ?

**SECTION – B**

Answer **any 3** of the following. **Each** question carries **8** marks.

**(3×8 = 24)**

2. Explain the steps involved in strategy implementation.
3. Explain the process of environmental analysis.
4. Discuss the importance of strategic management.
5. Write a note on key result areas.

P.T.O.

MS – 510



SECTION – C

Answer question **10** and **any three** of the remaining. **Each** question carries **15** marks.

(4×15 = 60)

6. Explain the steps involved in strategic planning process.
  7. Explain how an organisation can achieve competitive advantage.
  8. Discuss the various evaluation techniques of operational control.
  9. Explain the concept of SWOT analysis of a business.
  10. Examine the role of strategists in strategic management.
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SA – 824

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(Semester Scheme) (2014-15 & Onwards) (Freshers)  
Business Management  
Paper – 6.4 : STRATEGIC MANAGEMENT

Time : 3 Hours

Max. Marks : 100

**Instruction :** Answers should be written in **English** only.

SECTION – A

Answer **any 8** of the following. **Each** sub-question carries **2** marks. **(8×2=16)**

1. a) What is Mission Statement ?
- b) Give the meaning of business ethics.
- c) What is environmental scanning ?
- d) Give the meaning of expansion strategy.
- e) What is external environment ?
- f) Expand PERT.
- g) What do you mean by Merger Strategy ?
- h) Mention any 2 aspects of implementation of strategy..
- i) What do you mean by corporate culture ?
- j) Expand BPMS.

SECTION – B

Answer **any 3** of the following. **Each** question carries **8** marks. **(3×8=24)**

2. Explain the impact of socio-cultural environment in business.
3. Write a short note on Management Control.
4. Mention the steps involved in strategy implementation.
5. Explain the different phases pertaining to project implementation.

P.T.O.

SA – 824



SECTION – C

Answer Question No. 10 and **any three** of the remaining. **Each** question carries **15** marks. **(4×15=60)**

6. Explain value chain analysis.
  7. What are the steps involved in strategic planning process ?
  8. Write a note on :
    - a) restructures strategies
    - b) stability strategies
  9. Discuss the role of effective leadership in strategy implementation.
  10. Explain the role of various strategic decision makers.
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