VI Semester B.B.A. Examination, May/June 2018
(CBCS) (F + R) (2016-17 and Onwards)
Business Administration
Paper – 6.4 : STRATEGIC MANAGEMENT

Time : 3 Hours
Max. Marks : 70

Instructions : Answer in English only.

SECTION – A

1. Answer any five sub-questions. Each sub-question carries two marks. \((5 \times 2 = 10)\)
   a) What is Strategic Management?
   b) What is Vision?
   c) Mention different levels of strategy.
   d) Define environment.
   e) What is turnaround strategy?
   f) What is policy?
   g) What is Corporate Governance?

SECTION – B

Answer any three questions. Each question carries six marks. \((3 \times 6 = 18)\)

2. Briefly explain the Components of Strategic Management.

3. Explain SWOT Analysis.

4. Briefly explain the Merger Strategies.

5. Explain various aspects of Strategy Implementation.

6. Explain any five features of effective control system.

P.T.O.
SECTION – C

Answer any three questions. Each question carries fourteen marks. (3×14=42)


9. Critically evaluate the different types of organizational structures and their relevance in effective strategy implementation.


11. Write short note on:
   a) Key Result Area
   b) Strategic Decision Making
   c) Corporate Culture.
VI Semester B.B.M. Examination, May/June 2018  
(Repeaters) (2014-15 and Onwards) 
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) Write the meaning of business ethics.
b) What is SWOT ?
c) Give the meaning of strategic planning process.
d) What is restructure strategy ?
e) Write meaning of procedural implementation.
f) What is operational control ?
g) What do you mean by procedure ?
h) Mention any four guidelines for strategic control.
i) What is horizontal merger ?
j) Write the meaning of stability strategy.

**SECTION – B**

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

2. Bring out the limitations of strategic management.
3. Briefly explain strategic planning process.
4. Explain expansion strategy and its applicability.
5. Explain the importance of strategy implementation.

P.T.O.
SECTION – C

Answer Question No. 10 and any 3 of the remaining. Each question carries 15 marks. \((4 \times 15 = 60)\)

6. Explain the importance of environmental scanning.
7. Describe retrenchment strategy.
8. Explain the structural implementation.
9. Explain the strategic planning process.
10. Explain the various criteria for evaluating strategy.
VI Semester B.B.M. Examination, May 2017
(Repeaters) (2014-15 and 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 strategy?
   b) What is mission?
   c) What is business environment?
   d) Give the meaning of corporate culture.
   e) What is meant by strategic plan?
   f) What is strategic control?
   g) What is demographic environment?
   h) What do you mean by matrix structure?
   i) What do you mean by merger?
   j) What is functional strategy?

SECTION – B

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

2. What are the characteristics of strategic management?
3. What are the goals of business environment?
4. Explain the stages involved in a strategic alliance.
5. Explain the factors supporting strategy implementation.

SECTION – C

Answer question no. 10 and any 3 of the remaining. Each question carries 15 marks. (4×15=60)

6. Explain the factors of economic environment.
7. Explain the steps involved in strategic planning process.
8. Explain the concept of SWOT analysis of a business.
10. What are the benefits and limitations of strategic management?