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VI Semester B.B.A. Degree Examination, September/October - 2022

BUSINESS ADMINISTRATION

Strategic Management

(CBCS Scheme)

Paper : 6.4

Maximum Marks : 70

Time : 3 Hours

Instructions to Candidates:

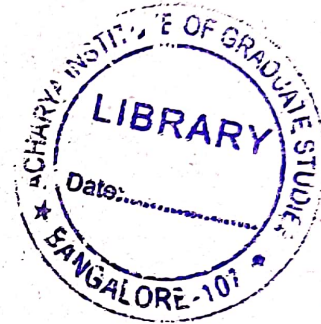
Answers in English only.

SECTION - A

I. Answer any five questions. Each question carries two marks.

(5×2=10)

1. a. Define strategy.
- b. Give the meaning of environmental scanning.
- c. What is corporate social responsibility?
- d. What is vision?
- e. What is policy?
- f. What is project manipulation?
- g. What is merger?



SECTION - B

II. Answer any Three questions. Each question carries five marks.

(3×5=15)

2. State the benefits of strategic management.
3. Explain the strategic planning process.
4. Explain the importance of SWOT (SWOC) analysis.
5. Explain the social responsibility of business towards workers.

[P.T.O.]



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SECTION - C

III. Answer any Three questions. each question carries fifteen marks.

(3×15=45)

6. Explain in detail the strategic management process.
 7. Explain the different types of strategic plans.
 8. What is strategy implementation? Explain the various aspects of strategy implementation.
 9. Write a short note on :
 - a. Social audit.
 - b. Strategic decision making.
 - c. Corporate culture.
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VI Semester B.B.A. Degree Examination, August/September - 2023

BUSINESS ADMINISTRATION

Strategic Management

(CBCS Scheme 2018 Repeaters)

Maximum Marks : 70

Time : 3 Hours

Instructions to Candidates:

All answers should be written in English only.

Section - A

Answer any five questions. Each carries two marks.

(5×2=10)

1. a) What is strategic Management?
- b) Give the meaning of Vision.
- c) What do you mean by Policy?
- d) What is merger Strategy?
- e) State any 2 styles of leadership.
- f) What is operational control system?
- g) What do you understand by ethics in business?

Section - B

Answer any three questions. Each carries six marks.

(3×6=18)

2. "Management Information system is required for effective strategic implementation".
Do you agree?
3. Explain the strategic planning process.
4. Explain the need for environment scanning.
5. Discuss the need for focus on key result Areas (KRA'S)
6. "Turn around strategy rebuilds corporate value" Comment.

[P.T.O.]



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Section - C

(3×14=42)

Answer any three questions. Each carries fourteen marks.

7. Explain the different types of strategic plans.
8. Discuss the strategic management process.
9. Write a short note on :
 - a) Value chain Analysis
 - b) Core competency
 - c) Corporate Culture.
10. What is corporate restructuring? Discuss the types of corporate restructuring.
11. Explain SWOT Analysis of a Business.



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September/October - 2022

VI Semester B.B.A. Degree Examination,
BUSINESS ADMINISTRATION
Strategic Management
(CBCS Scheme 2018 (R))

Paper : 6.4

Maximum Marks : 70

Time : 3 Hours

Instructions to Candidates:

Answers should be written in english only.

SECTION-A

Answer any Five questions, each carries Two marks.

(5×2=10)

1. a. What is strategic management? (2)
- b. What is corporate culture? (2)
- c. What is merger strategy? (2)
- d. What is environmental appraisal? (2)
- e. What do you understand by ethics in business? (2)
- f. Differentiate between vision and mission. (2)
- g. What is value chain analysis? (2)

SECTION - B

Answer any Three questions. Each carries Six marks.

(3×6=18)

2. What is organizational change? What are the forms of organizational change? (6)
3. Discuss the functions of strategic management. (6)
4. Explain the need for environment scanning. (6)
5. Discuss the need for focus on key result Areas (KRA's). (6)
6. Differentiate between strategic and operational control. (6)

[P.T.O.]





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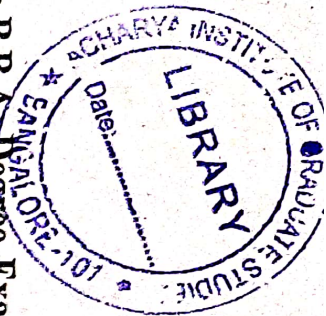
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SECTION - C

Answer any **Three** questions, each carries **Fourteen** marks. (3×14=42)

7. Explain the various functional and operational policies of strategic management. (14)
 8. Explain the different types of strategic plans. (14)
 9. Explain SWOT analysis of a business. (14)
 10. Explain in detail the features of an effective evaluation and control system of management. (14)
 11. What is corporate restructuring? Discuss the types of corporate restructuring. (14)
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VI Semester B.B.A. Degree Examination, August/September - 2023

BUSINESS ADMINISTRATION
Strategic Management

(CBCS Scheme 2019 Batch Freshers and Repeaters)

Time : 3 Hours

Maximum Marks : 70

Instructions to Candidates :

Answers to be written in English only.

SECTION -A

Answer any Five questions. Each question carries Two marks.

(5×2=10)

1. a) What is strategy?
- b) Mention different levels of strategy.
- c) Give the meaning of mission statement.
- d) Expand FTOP, PEST.
- e) What is social process audit?
- f) What do you understand by the term procedure?
- g) Give the meaning of environmental scanning.

SECTION -B

Answer any Three questions. Each question carries Five marks.

(3×5=15)

2. Briefly explain the merger strategies.
3. Explain SWOT analysis.
4. Differentiate between strategic planning and operational planning.
5. State the social responsibilities of business towards workers.

P.T.O.



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SECTION - C

Answer any **Three** questions. Each question carries **Fifteen** marks. (3×15=45)

6. What is strategy implementation? Explain the aspects of strategy implementation.
7. Explain the importance of strategy evaluation and control process.
8. Explain the components of environment of an organisation.
9. Write a short notes on:
 - a) Corporate politics.
 - b) Corporate culture.
 - c) Key result area.

