



K21U 0166

Reg. No. :

Name :



VI Semester B.B.A./B.B.A.(T.T.M.)/B.B.A.(R.T.M.) Degree
(CBCSS – Reg./Supple./Improv.) Examination, April 2021
(2014 – 2018 Admissions)

Core Course

6B16BBA/BBA(TTM)/BBA(RTM) : STRATEGIC MANAGEMENT

Time : 3 Hours

Max. Marks : 40

SECTION – A

Answer **all** questions. **Each** question carries ½ mark.

1. Micro environment is the _____ of a company.
2. _____ is a statement of a firm's intent.
3. The simplest way to conduct environmental scanning is through _____ analysis.
4. SWOT stands for _____

SECTION – B

Answer **any four** questions. **Each** question carries 1 mark.

5. Define strategic management.
6. What do you mean by benchmarking ?
7. What is SBU ?
8. What do you mean by cash cow ?
9. What is strategic control ?
10. What do you mean by internal environment ?
11. What is environmental scanning ?
12. What is meant by strategy ?

P.T.O.



SECTION – C

Answer **any six** questions. (**Not** exceeding **one** page). **Each** question carries **3** marks.

13. What are the two segments of external environment ?
14. How will you differentiate strategic planning and tactical planning ?
15. What are the three levels of strategy ?
16. Differentiate strategic control and operational control.
17. Describe the nature and scope of strategic management.
18. What are the different techniques for environmental scanning ?
19. Write a note on corporate portfolio analysis.
20. Why strategic implementation is very complex and difficult ?
21. Differentiate internal and external environment.
22. Briefly discuss SWOT analysis and its importance.
23. What do you mean by competitive advantage ?
24. "Mission arises out of Vision for a firm" – Elaborate.

SECTION – D

Answer **any two** questions. **Each** question carries **8** marks.

25. Explain in detail the strategic management process.
 26. What is mission ? How it is formulated ? Discuss the characteristics of good mission statement.
 27. Explain the process, importance and participants in strategic evaluation.
 28. Discuss BCG's growth – share matrix in the context of portfolio analysis.
 29. Discuss in detail the process of strategy implementation.
 30. Describe the growing relevance of strategic management in India.
-