



Reg. No. :

Name :

Sixth Semester B.B.A. Degree Examination, April 2018
Career Related First Degree Programme Under CBCSS
Group 2(b)
Core Course : BM 1643 : STRATEGIC MANAGEMENT
(2014 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

SECTION – A

- I. Answer **all** questions in **one** or **two** sentences. Each question carries 1 mark. **(1×10=10 Marks)**
- 1) What is operating strategy ?
 - 2) What is mission ?
 - 3) Define strategic management.
 - 4) What is span of control ?
 - 5) What is retrenchment strategy ?
 - 6) What is an objective ?
 - 7) What is translational strategy ?
 - 8) What is mapping ?
 - 9) What is horizontal integration ?
 - 10) What is synergy ?

SECTION – B

- II. Answer **any 8** questions. Each question carries 2 marks. **(2×8=16 Marks)**
- 11) What are the different types of goals ?
 - 12) What is strategic intent ?
 - 13) What are the key elements of organisation structure ?
 - 14) What are the hierarchy of objectives ?



- 15) What are the problems in resource allocation ?
- 16) What are the roles of strategists in strategic management ?
- 17) What is strategic surveillance ?
- 18) Identify the people responsible for strategy making at different levels in an organization.
- 19) List out the forces of economic environment.
- 20) What are the various evaluation techniques for operational controls ?
- 21) What is TQM ?
- 22) What are the pitfalls of developing business goals ?

SECTION – C

III. Answer **any 6** questions. **Each** question carries **4** marks.

(4×6=24 Marks)

- 23) Explain the activities included in strategic evaluation.
- 24) What are the essentials of effective control strategies ?
- 25) Explain the different levels of strategy.
- 26) Explain GAP analysis.
- 27) Explain the functions of strategic management.
- 28) Explain the role and importance of SWOT analysis.
- 29) Explain the strategic management process.
- 30) Explain the problems in strategic formulation.
- 31) Write a note on divisional structure of the organisation.

SECTION – D

IV. Answer **any 2** questions. **Each** question carries **15** marks.

(15×2=30 Marks)

- 32) Explain the BCG model of portfolio analysis.
 - 33) Explain in detail the components of business environment.
 - 34) Explain in detail the different types of strategies.
 - 35) Explain the different approaches to strategy implementation.
-



(Pages : 2)

G - 1642

Reg. No. :

Name :

Sixth Semester B.B.A. Degree Examination, April 2019
Career Related FDP under CBCSS
BM 1643 : STRATEGIC MANAGEMENT
(2014 Admn. Onwards)

Time : 3 Hours

Max. Marks : 80

SECTION - A

Answer **all** questions in **one** or **two** sentences. **Each** question carries **1** mark.

(1×10=10 Marks)

1. Define strategic management.
2. Explain tactical planning.
3. What is a vision statement ?
4. Explain the term contingency strategies.
5. What is meant by objectives ?
6. What is a Strategic Business Area ?
7. Define Benchmarking.
8. Explain strategic choice.
9. What is synergy ?
10. Define organisational appraisal.

SECTION - B

Answer **any 8** questions in **one** paragraph. **Each** question carries **2** marks.

(2×8=16 Marks)

11. Explain the steps in strategic control.
12. What are the characteristics of a mission statement ?
13. Briefly explain the benefits of strategic control.
14. Describe the importance of strategy formulation.

P.T.O.



15. Explain the need and importance of strategic management.
16. What do you mean by differential advantage ?
17. Explain the importance of objectives.
18. What are the various factors of competitive advantage ?
19. Describe the features of a Strategic Business Unit.
20. What are the limitations of strategic management ?
21. Explain the purpose of strategic management process.
22. What are the different types of strategies ?

SECTION – C

Answer **any six** questions. Answer should **not exceed one page**. **Each** question carries **4** marks. **(4×6=24 Marks)**

23. What is the difference between a strategic plan and a business plan ?
24. Explain the different levels of strategy.
25. What are the features of strategic management ?
26. Briefly explain the Porter 5 Forces Model.
27. What are the advantages of ETOP ?
28. What are steps involved in strategic choice ?
29. Briefly explain the features of effective evaluation and control system.
30. What are the steps involved in strategy formulation ?
31. Briefly explains the tools of strategic management.

SECTION – D

Answer **any 2** in not exceeding **four pages each**. **Each** question carries **15** marks. **(2×15=30 Marks)**

32. Explain the evolution of strategic management.
 33. What are the different types of growth strategies ?
 34. Explain McKinsey matrix and market evolution matrix with diagram.
 35. What are the issues in strategy implementation ?
-

(Pages : 3)

J – 2136

Reg. No. :

Name :

Sixth Semester B.B.A. Degree Examination, March 2020

Career Related First Degree Programme Under CBCSS

Group 2 (b)

Core Course

BM 1643 : STRATEGIC MANAGEMENT

(2017 Admission)

Max. Marks : 80

Time : 3 Hours

SECTION – A

Answer all questions in one or two sentences each. Each question carries 1 mark.

1. What is Policy?
2. What is enterprise strategy?
3. What is strategic business unit?
4. What is Diversification?
5. What is Business-level strategy?
6. What is Globalisation?
7. What is performance standards?
8. What is meant by objectives?
9. What is Natural Environment?
10. What is SWOT?

(10 × 1 = 10 Marks)

P.T.O.

SECTION – B

Answer **any eight** questions. Each carries **2** marks.

11. What is meant by goal?
12. What is macro environment?
13. What are internal factors?
14. What is social objective?
15. What is Budgeting?
16. What is organizing?
17. What is commander approach?
18. What does social audit involves?
19. What is special alert control?
20. What is strategic implementation?
21. What is turnaround management?
22. What is Territorial Departmentation?

(8 × 2 = 16 Marks)

SECTION – C

Answer **any six** questions. Each carries **4** marks.

23. State the role of corporate planning staff.
24. Explain the role of Board of Directors.
25. What are the merits and demerits of matrix structure?
26. What are the economic objectives of business?

27. What are the arguments against social involvement of business?
28. What are the components of Growth- Gap Filling?
29. Explain synergistic diversification.
30. What are the factors affecting turnaround management?
31. Explain the essential conditions required for successful globalization of the business.

SECTION – D

(6 × 4 = 24 Marks)

Answer **any two** questions. Each carries **15** marks.

32. What is Departmentation? And Explain common types of organization structure?
33. Explain External Growth Strategies.
34. Explain the important phases in management of Mergers and Acquisitions.
35. What are the factors that influences portfolio strategy?

(2 × 15 = 30 Marks)
