



K22U 0166

Reg. No. :

Name :



VI Semester B.B.A./B.B.A. (RTM)/B.B.A. (TTM) Degree
(CBCSS – Supple./Improv.) Examination, April 2022
(2016 – 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 $\frac{1}{2}$ mark.

1. "SBU" stands for _____
2. Low market share and low market growth businesses are the _____ in the firm's portfolio.
3. _____ is a statement of a firm's intent.
4. Macro environment is the _____ of a company.

SECTION – B

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

5. What do you mean by corporate strategy ?
6. Define strategic management.
7. What do you understand by internal environment ?
8. What is SWOT analysis ?
9. What is value chain analysis ?
10. What is strategic control ?

P.T.O.



SECTION – C

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

11. Differentiate strategic planning and tactical planning.
12. What factors in India are responsible for growing importance of strategy.
13. "Mission arises out of Vision for a firm" – Elaborate.
14. What are the various approaches for implementation of strategy ?
15. How will you differentiate functional strategy and business strategy ?
16. Explain the concept of competition with suitable examples.
17. Describe : (i) MBO (ii) Benchmarking (iii) Balanced score card.
18. Explain the significance of SWOT analysis.

SECTION – D

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

19. Describe the different types of environment that an organization faces.
 20. Discuss BCG'S growth-share matrix in the context of portfolio analysis.
 21. Explain in detail the strategic management process.
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