



K23U 0266

Reg. No. :

Name :

VI Semester B.B.A./ B.B.A. (RTM)/B.B.A. (TTM) Degree (C.B.C.S.S. –
Supplementary) Examination, April 2023
(2017 to 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. The simplest way to conduct environmental scanning is through _____ analysis.
2. The _____ are businesses in rapidly growing markets with large market shares.
3. _____ is the determination of basic long-term goals and objectives of an enterprise.
4. ETOP stands for

SECTION – B

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

5. What is tactical planning ?
6. What do you mean by functional strategy ?
7. What is environmental scanning ?
8. What might happen to a company if it does not have a mission ?
9. What do you mean by strategy implementation ?
10. What is benchmarking ?

P.T.O.



SECTION – C

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

11. What are the three levels of strategy ?
12. Differentiate internal and external environment.
13. Explain strategy evaluation and control.
14. Explain the different techniques for environmental scanning.
15. Describe the nature and scope of strategic management.
16. Explain the different types of strategic control.
17. What are the operational control techniques ? Explain any two of them.
18. Explain the four quadrants of the BCG matrix.

SECTION – D

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

19. Describe in detail the process of strategic management.
20. Explain the process, importance and participants in strategic evaluation.
21. Discuss the growing relevance of strategic management in India.