

VI Semester B.B.A. Examination, Sept./Oct. 2021
(CBCS) (F+R) (2016-17 and Onwards)
BUSINESS ADMINISTRATION
Paper – 6.4 : Strategic Management

Time : 3 Hours

Max. Marks : 70

Instruction : Answers should be written in English only.

SECTION – A

1. Answer **any five** sub-questions. **Each** sub-question carries **two** marks. **(5×2=10)**

- a) Define strategic management.
- b) Give the meaning of environmental scanning.
- c) List out any two technique of ETOP.
- d) What is competitive analysis ?
- e) Define corporate culture.
- f) What do you mean by matrix structure ?
- g) Mention any two kinds of strategic control.

SECTION – B

Answer **any three** questions. **Each** question carries **six** marks.

(3×6=18)

2. Briefly explain the need for strategic management.
3. Explain the impact of socio-cultural environment on business.
4. Briefly explain the merger strategies.
5. Explain the steps involved in strategy implementation.
6. Differentiate between strategic and operational control.



SECTION - C

Answer **any three** questions. Each question carries **fourteen** marks. **(3×14=42)**

7. What is strategic decision making ? Explain the steps involved for an effective decision making.
 8. Explain the environmental factors influencing a company in formulating strategies.
 9. Explain in detail the five forces model.
 10. Explain the various functional and operational policies of strategic management.
 11. Bring out an over view of management control.
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