



K24U 0431

Reg. No. :

Name :

Sixth Semester B.B.A./B.B.A. (RTM)/B.B.A. (TTM) Degree (C.B.C.S.S. –
Supplementary/One Time Mercy Chance) Examination, April 2024
(2014 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. SWOT stands for _____
2. _____ are business with a high market share in low-growth markets.
3. Micro environment is the _____ of a company.
4. _____ is a comparative method where a firm finds the best practices in an area.

(4×½=2)

SECTION – B

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

5. What is strategic planning ?
6. What do you mean by business strategy ?
7. What is SBU ?
8. What is meant by strategy ?
9. Define Vision.
10. What is corporate portfolio analysis ?

(4×1=4)

P.T.O.



SECTION – C

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

11. What are the benefits of strategic management ?
12. What are the characteristics of a mission statement ?
13. Corporate strategy making is an ongoing process. Discuss.
14. Explain the two segments of external environment.
15. How will you differentiate strategic control and operational control ?
16. Why strategic implementation is very complex and difficult ?
17. Describe (i) Value chain analysis (ii) historical analysis (iii) operational standard.
18. What is BCG's growth-share matrix ? Explain it briefly. (6×3=18)

SECTION – D

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

19. What is environmental scanning ? Explain the various environmental scanning techniques used by organizations.
20. Define "mission". How it is formulated ? Describe the characteristics of good mission statement.
21. Explain in detail the process of strategy implementation. (2×8=16)