



K17U 0405

Reg. No. :

Name :

VI Semester B.B.A./B.B.A. (T.T.M./B.B.A. (R.T.M.) Degree (CBCSS – Regular)
Examination, May 2017
(2014 Admn.)
(Core Course)
6B16BBA/BBA(TTM)/BBA(RTM) : STRATEGIC MANAGEMENT

Time : 3 Hours

Max. Marks : 40

SECTION – A

Answer the 4 questions. **Each** question carries $\frac{1}{2}$ marks.

1. _____ is plan of purposeful action.
2. _____ is what an organization is and why it exists.
3. _____ is the purchase of one organization by another.
4. _____ is the total of all things external to the firms and individual, which affect their organization and operations. ($\frac{1}{2} \times 4 = 2$)

SECTION – B

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

5. What is SBU ?
6. What do you mean by cash cow ?
7. Define strategic management.
8. What is portfolio analysis ?
9. What do you mean by value chain analysis ?
10. What is environmental scanning ? (1×4=4)

P.T.O.



SECTION – C

Answer **any six** questions. **Each** question carries **3** marks.

11. Discuss the techniques of environmental appraisal.
12. Explain the micro business environment.
13. Explain the concept of strategic control and operational control.
14. Briefly discuss SWOT analysis and its importance.
15. Enumerate the importance of strategic management.
16. Differentiate between goals and objectives.
17. Explain 7-S model in strategic implementation.
18. What do you mean by competitive advantage ? (3×6=18)

SECTION – D

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

19. Explain the process of strategic management.
 20. Explain BCG model in the context of portfolio analysis. What are its merits and demerits ?
 21. Explain the techniques of strategic evaluation and operational control. (8×2=16)
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