



Reg. No. :

Name :

Sixth Semester B.B.A. Degree Examination, April 2019
Career Related FDP under CBCSS
BM 1643 : STRATEGIC MANAGEMENT
(2014 Admn. Onwards)

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **all** questions in **one** or **two** sentences. Each question carries **1** mark. **(1×10=10 Marks)**

1. Define strategic management.
2. Explain tactical planning.
3. What is a vision statement ?
4. Explain the term contingency strategies.
5. What is meant by objectives ?
6. What is a Strategic Business Area ?
7. Define Benchmarking.
8. Explain strategic choice.
9. What is synergy ?
10. Define organisational appraisal.

SECTION – B

Answer **any 8** questions in **one** paragraph. Each question carries **2** marks. **(2×8=16 Marks)**

11. Explain the steps in strategic control.
12. What are the characteristics of a mission statement ?
13. Briefly explain the benefits of strategic control.
14. Describe the importance of strategy formulation.

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15. Explain the need and importance of strategic management.
16. What do you mean by differential advantage ?
17. Explain the importance of objectives.
18. What are the various factors of competitive advantage ?
19. Describe the features of a Strategic Business Unit.
20. What are the limitations of strategic management ?
21. Explain the purpose of strategic management process.
22. What are the different types of strategies ?

SECTION – C

Answer **any six** questions. Answer should **not** exceed **one** page. **Each** question carries **4** marks. **(4×6=24 Marks)**

23. What is the difference between a strategic plan and a business plan ?
24. Explain the different levels of strategy.
25. What are the features of strategic management ?
26. Briefly explain the Porter 5 Forces Model.
27. What are the advantages of ETOP ?
28. What are steps involved in strategic choice ?
29. Briefly explain the features of effective evaluation and control system.
30. What are the steps involved in strategy formulation ?
31. Briefly explains the tools of strategic management.

SECTION – D

Answer **any 2** in not exceeding **four** pages **each**. **Each** question carries **15** marks. **(2×15=30 Marks)**

32. Explain the evolution of strategic management.
 33. What are the different types of growth strategies ?
 34. Explain McKinsey matrix and market evolution matrix with diagram.
 35. What are the issues in strategy implementation ?
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