



Reg. No. : .....

Name : .....

**Sixth Semester B.B.A. Degree Examination, April 2017  
(Career Related First Degree Programme Under CBCSS)  
Group 2(b)**

**Core Course : BM 1643 : STRATEGIC MANAGEMENT  
(2014 Admission)**

Time : 3 Hours

Max. Marks : 80

**SECTION – A**

I. Answer **all** questions in **one** or **two** sentences. **Each** question carries 1 mark.

**(1×10=10 Marks)**

- 1) What is strategy ?
- 2) What is brain storming ?
- 3) What is a vision ?
- 4) Define strategy implementation.
- 5) What is benchmarking ?
- 6) What is functional strategy ?
- 7) Who are cash cows ?
- 8) What is global strategy ?
- 9) Who is a strategist ?
- 10) What is divestiture ?

**SECTION – B**

II. Answer **any 8** questions. **Each** question carries 2 marks.

**(2×8=16 Marks)**

- 11) What is strategic advantage profile ?
- 12) What are the importances of strategy evaluation ?
- 13) What are the different growth strategies ?



- 14) Distinguish between strategy and a plan.
- 15) What are the different components of a mission statement ?
- 16) What are the three fundamental strategy evaluation activities ?
- 17) What is diversification ?
- 18) Explain the nature of a strategy.
- 19) What are the different categories of resources ?
- 20) Write a note on strategic leap control.
- 21) What are the features of business objectives ?
- 22) Write a note on competitive advantage.

### SECTION – C

III. Answer **any 6** questions. Each question carries **4** marks. **(4×6=24 Marks)**

- 23) What is the need for strategy ?
- 24) Explain the different approaches to crafting a strategy.
- 25) Explain the features of strategic management.
- 26) Explain the major components of strategy.
- 27) Differentiate between strategy formulation and strategy implementation.
- 28) Explain balanced score card.
- 29) Explain the functional strategies in detail.
- 30) What are the challenges to strategic evaluation ?
- 31) What is SBU ? Explain its advantages and disadvantages.

### SECTION – D

IV. Answer **any 2** questions. Each question carries **15** marks. **(15×2=30 Marks)**

- 32) What is strategy formulation ? Explain the process of strategy formulation.
  - 33) Explain Michael Porters Five Forces model of industry analysis.
  - 34) 'Changes in strategy lead to changes in organizational structure'. Explain the different structures for strategy.
  - 35) Explain Mc Kinsey Seven S Model Framework.
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