



SM – 535

VI Semester B.B.A. Examination, May/June 2018
(CBCS) (F + R) (2016-17 and Onwards)
Business Administration
Paper – 6.4 : STRATEGIC MANAGEMENT

Time : 3 Hours

Max. Marks : 70

Instructions : Answer in English only.

SECTION – A

1. Answer **any five** sub-questions. **Each** sub-question carries **two** marks. **(5×2=10)**
- a) What is Strategic Management ?
 - b) What is Vision ?
 - c) Mention different levels of strategy.
 - d) Define environment.
 - e) What is turnaround strategy ?
 - f) What is policy ?
 - g) What is Corporate Governance ?

SECTION – B

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

(3×6=18)

- 2. Briefly explain the Components of Strategic Management.
- 3. Explain SWOT Analysis.
- 4. Briefly explain the Merger Strategies.
- 5. Explain various aspects of Strategy Implementation.
- 6. Explain any five features of effective control system.

P.T.O.



SECTION – C

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

7. Explain in detail the Strategic Management Process.
 8. Explain Stability Strategy and Growth Strategy in detail.
 9. Critically evaluate the different types of organizational structures and their relevance in effective strategy implementation.
 10. What is Corporate Environment ? Explain Different Component of Corporate Environment Elaborately.
 11. Write short note on :
 - a) Key Result Area
 - b) Strategic Decision Making
 - c) Corporate Culture.
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