



QP CODE: 21101402



21101402

Reg No :

Name :

BBA DEGREE (CBCS) EXAMINATION, APRIL 2021

Sixth Semester

Bachelor of Business Administration

CORE - BA6CRT29 - STRATEGIC MANAGEMENT

2017 Admission Onwards

9AD716CA

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. Define strategy.
2. What is Corporate Planning?
3. Explain EFAS.
4. What is value chain analysis?
5. Explain cost leadership Strategy.
6. Compare vertical and horizontal Integration.
7. Explain contingency Strategy.
8. What is Strategy Implementation?
9. What is meant by Strong and weak culture?
10. What is Merger?
11. What is a Star?
12. What is strategic evaluation and control?

(10×2=20)

Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*

13. What are the levels of strategy?





14. Explain the elements of 7 S framework.
15. Explain the Components of Macro Environment.
16. Describe the purpose of EFAS and IFAS.
17. What is strategic formulation? What are the stages of strategic formulation?
18. List out the benefit of a good organisation structure.
19. Explain the features of Turnaround strategies.
20. What are the strategic issues involved in small business?
21. What are the strategic issues involved in non profit organisation?

(6×5=30)

Part C

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Explain Strategic Management Process. What are the steps involved in it?
23. Write a detailed note on Industry Analysis.
24. Explain in detail the various Functional Level Strategies.
25. Describe the different techniques of strategic evaluation and control.

(2×15=30)

