



QP CODE: 23105862



23105862

Reg No :

Name :

BBA DEGREE (CBCS) REGULAR / REAPPEARANCE EXAMINATIONS, MARCH 2023

Sixth Semester

Bachelor of Business Administration

CORE COURSE - BA6CRT29 - STRATEGIC MANAGEMENT

2017 Admission Onwards

39A1058D

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

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

1. What is SBU Level Strategy?
2. Explain Corporate Policy.
3. Explain EFAS.
4. What is IFAS?
5. Explain Focus Strategy.
6. What is Functional Strategy?
7. Explain contingency Strategy.
8. Define Strategy Implementation.
9. Explain Divisional Structure.
10. What is meant by Strong and weak culture?
11. What is a Question Mark?
12. What is strategic Piggy backing?

(10×2=20)

Part B

*Answer any **six** questions.*

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





13. Differentiate between Strategy and Tactics.
14. Explain Mc Kinsey 7 S Framework.
15. Explain the stages of Environmental Scanning.
16. What is value chain analysis? Describe its elements.
17. What are the types of defensive strategies?
18. Explain the features of Turnaround strategies.
19. What is strategic alliance? Describe its types.
20. Define benchmarking . Explain the types of bench marking.
21. What are the strategic issues involved in small business?

(6×5=30)

Part C

*Answer any **two** questions.*

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

22. What is Strategic Management? Explain its process.
23. Write a detailed note on Industry Analysis.
24. Define strategy formulation. Explain the process of strategy formulation.
25. Briefly explain the need and importance of strategic evaluation and control.

(2×15=30)

