



Reg. No. :

Name :

**Sixth Semester B.B.A. Degree Examination, April 2015
Career Related First Degree Programme under CBCSS**

Group – 2(b)

Core Course

BM 1643 – BUSINESS POLICY AND STRATEGIC MANAGEMENT

Time : 3 Hours

Max. Weightage : 30

SECTION – A

This Section consists of **four** bunches of **four** questions **each**. **Each** bunch carries a weightage of **1**. Answer **all** questions.

I. Choose the most appropriate answer from the following.

1) The means by which long term objectives will be achieved are

- a) Mission b) Strategies c) Vision d) Goals

2) _____ is based on the assumption that the future will be just like the past.

- a) Delphi forecasts b) Econometric model
c) Linear regression d) Scenario forecast

3) The Pie slices within the circles of a _____ reveal the percent of corporate profits contributed by each division.

- a) QSPM b) BCG matrix c) SPACE matrix d) Grand strategy

4) Globalization has posed major challenges for

- a) Big producers b) Small producers
c) Rural poors d) None of these



II. Choose the most appropriate answer from the following.

- 5) A company that owns or controls production in more than one nation is called
- a) Multinational corporation
 - b) Joint stock companies
 - c) Global companies
 - d) Public companies
- 6) _____ is one of the reasons for poor or no strategic planning in organisations.
- a) Prior good experience
 - b) Fear of success
 - c) Low expense
 - d) Self interest
- 7) _____ are the means by which long term objectives will be achieved.
- a) Mission statement
 - b) Vision statement
 - c) Strategies
 - d) Long term goals
- 8) In a large organisation, strategic management activities occur at what levels ?
- a) Corporate and Divisional only
 - b) Divisional
 - c) Strategic business unit only
 - d) Functional, Divisional and Corporate

III. Write the correct answer from the following :

- 9) Internal analysis includes _____
- a) Value chain analysis and quantitative analysis
 - b) Historical analysis and bench marking
 - c) Balanced score card and key factor rating
 - d) None of these
- 10) _____ is a substrategy.
- a) Objectives
 - b) Tactics
 - c) Goals
 - d) Plans
- 11) Business with high industry growth but low market share are known as
- a) Cash cows
 - b) Dogs
 - c) Question marks
 - d) None of these.



12) Which of the following is not a expansion strategy ?

- a) Merger b) Take over c) Retrenchment d) Joint venture

IV. Write the correct answer for the following.

13) GE Matrix means

- a) Global Environment b) Geometric Energy
c) Global Electric d) General Electric

14) _____ are known as high growth high market share business.

- a) Cows b) Stars c) Dogs d) None of the above

15) Expand BCG Matrix.

16) Expand SBA.

(4×1=4 Weights)

SECTION – B

Answer **any eight** questions in **one** or **two** sentences **each**. **Each** question carries a weightage of 1.

17) What do you mean by tactics ?

18) Objectives.

19) What is Growth strategy ?

20) What is functional implementation ?

21) SWOT.

22) What is Political – Legal environment ?

23) Take over.

24) Joint ventures.

25) Return on investment.

26) External environment.

27) Strategic choice.

28) SBU.

(8×1=8 Weights)

**SECTION – C**

Answer **any five** questions in **not less than one** paragraph **each**. **Each** question carries a weightage of **2**.

- 29) What do you mean by strategic decision making ?
- 30) Briefly explain the role of objectives in strategic management.
- 31) What do you mean by combination strategy ?
- 32) What do you mean by marketing plans and policies ?
- 33) Briefly explain the role of organisational systems in evaluation.
- 34) What do you mean by information management plans and policies ?
- 35) What do you mean by Business Policy ?
- 36) Briefly explain the categories of environment. **(5x2=10 Weights)**

SECTION – D

Answer **any two** questions in **not less than 4** pages **each**. **Each** question carries a weightage of **4**.

- 37) Briefly explain the types of joint ventures.
 - 38) Briefly explain the techniques of strategic evaluation and control.
 - 39) Discuss the objectives of Business Policy. **(2x4=8 Weights)**
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