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C – 1577

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 : BUSINESS POLICY AND STRATEGIC MANAGEMENT  
(2013 Admission)**

Time : 3 Hours

Max. Marks : 80

**SECTION – A**

Write short answers to **all** questions in **one** or **two** sentences **each**. Each question carries **1** mark.

1. What is horizontal merger ?
2. Define strategy.
3. Define business environment.
4. What is the purpose of bench-marking ?
5. What is divestment strategy ?
6. What is organization culture ?
7. What is the application of SBU strategy ?
8. What is KRA ?
9. What do you mean by social audit ?
10. Define joint venture.

**(10×1=10 Marks)**

P.T.O.



## SECTION – B

Answer **any eight** questions in **not exceeding one paragraph each**. Each question carries **2** marks.

11. Mention any two benefits of strategic management.
12. Differentiate the terms program and policy.
13. Mention any four features of business policy.
14. Explain intensive growth strategy.
15. What are the advantages of merger ?
16. What are the characteristics of a good policy ?
17. Mention the functions of personnel policies.
18. Explain the importance of strategic evaluation.
19. Briefly explain LBO.
20. What is reverse merger ?
21. Why mission is needed ?
22. What is environmental diagnosis ?

**(8x2=16 Marks)**

## SECTION – C

Answer **any six** questions in **not exceeding one page each**. Each question carries **4** marks.

23. List any five limitations of strategic management.
24. Explain different types of strategy control.
25. Mention the various qualitative performance measures.
26. Explain the need for environmental scanning.
27. Explain turnaround strategy.
28. Mention the functions of a leader.



29. Explain the various components of financial policies.

30. What is BCG approach ?

31. Give notes on :

a) mission

b) objectives.

**(6×4=24 Marks)**

### SECTION – D

Answer any two questions in not exceeding four pages each. Each question carries 15 marks.

32. Explain in detail the strategic management process.

33. Explain retrenchment strategy.

34. Explain the various sub-systems of an organizational system.

35. Explain SWOT analysis with an example.

**(2×15=30 Marks)**

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