



Reg. No. :

Name :

Sixth Semester B.B.A. Degree Examination, April 2018
Career Related First Degree Programme Under CBCSS
Group 2(b)
Core Course : BM 1643 : STRATEGIC MANAGEMENT
(2014 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

SECTION – A

- I. Answer all questions in one or two sentences. Each question carries 1 mark. (1×10=10 Marks)
- 1) What is operating strategy ?
 - 2) What is mission ?
 - 3) Define strategic management.
 - 4) What is span of control ?
 - 5) What is retrenchment strategy ?
 - 6) What is an objective ?
 - 7) What is translational strategy ?
 - 8) What is mapping ?
 - 9) What is horizontal integration ?
 - 10) What is synergy ?

SECTION – B

- II. Answer any 8 questions. Each question carries 2 marks. (2×8=16 Marks)
- 11) What are the different types of goals ?
 - 12) What is strategic intent ?
 - 13) What are the key elements of organisation structure ?
 - 14) What are the hierarchy of objectives ?



- 15) What are the problems in resource allocation ?
- 16) What are the roles of strategists in strategic management ?
- 17) What is strategic surveillance ?
- 18) Identify the people responsible for strategy making at different levels in an organization.
- 19) List out the forces of economic environment.
- 20) What are the various evaluation techniques for operational controls ?
- 21) What is TQM ?
- 22) What are the pitfalls of developing business goals ?

SECTION – C

III. Answer **any 6** questions. **Each** question carries **4** marks. **(4×6=24 Marks)**

- 23) Explain the activities included in strategic evaluation.
- 24) What are the essentials of effective control strategies ?
- 25) Explain the different levels of strategy.
- 26) Explain GAP analysis.
- 27) Explain the functions of strategic management.
- 28) Explain the role and importance of SWOT analysis.
- 29) Explain the strategic management process.
- 30) Explain the problems in strategic formulation.
- 31) Write a note on divisional structure of the organisation.

SECTION – D

IV. Answer **any 2** questions. **Each** question carries **15** marks. **(15×2=30 Marks)**

- 32) Explain the BCG model of portfolio analysis.
 - 33) Explain in detail the components of business environment.
 - 34) Explain in detail the different types of strategies.
 - 35) Explain the different approaches to strategy implementation.
-