

Reg. No. :

Name :

**VI Semester B.B.A. /B.B.A. (TTM)/ B.B.A. (RTM) Degree
(CBCSS – Reg./Supple./Improv.) Examination, April 2019
(2014 Admission Onwards)
Core Course**

6B16 BBA/BBA(TTM)/ B.B.A. (RTM) : STRATEGIC MANAGEMENT

Time : 3 Hours

Max. Marks: 40

SECTION – A

Answer the 4 questions. **Each** question carries $\frac{1}{2}$ marks.

1. _____ are the end results, which the organisation wants to reach through strategic management.
2. _____ analysis is based on the distinction between targets and forecasts.
3. _____ strategy attempts at an incremental improvement of organisation's functional performance.
4. _____ are the action programmes through which strategies are executed. ($\frac{1}{2} \times 4 = 2$)

SECTION – B

Answer **any four** questions. **Each** question carries 1 mark.

5. What is SWOT analysis ?
6. Define synergy.
7. What is core competency ?
8. Define strategic planning.
9. What is merger ?
10. What do you mean by business level strategies ? (1×4=4)

P.T.O.



SECTION – C

Answer **any six** questions. **Each** question carries **3** marks.

11. Explain BCG growth share matrix.
12. Discuss the characteristics of business environment.
13. Briefly discuss the main characteristics of a strategic decision.
14. Differentiate between strategic management and operational management.
15. Which are the main techniques of environmental analysis ?
16. Explain the role of different strategists in strategic management.
17. Enumerate the importance of strategic management.
18. Write a note on international strategy. (3×6=18)

SECTION – D

Answer **any two** questions. **Each** question carries **8** marks.

19. What do you mean by strategy ? Explain the different types of strategy.
 20. Define strategic management. Explain its importance and features.
 21. What do you mean by organisational appraisal ? Explain its process. (8×2=16)
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