



QP CODE: 24001336



Reg No : .....

Name : .....

**BBA DEGREE (CBCS) REGULAR / REAPPEARANCE EXAMINATIONS, MARCH 2024**

**Sixth Semester**

Bachelor of Business Administration

**CORE COURSE - BA6CRT29 - STRATEGIC MANAGEMENT**

2017 Admission Onwards

67CED337

Time: 3 Hours

Max. Marks : 80

**Part A**

*Answer any **ten** questions.*

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

1. What is Vision?
2. Explain Corporate Policy.
3. Explain Value Chain Analysis.
4. What is IFAS?
5. Explain cost leadership Strategy.
6. Explain Turnaround Strategy.
7. Describe Marketing Strategy.
8. What is Matrix Structure?
9. What is Adaptive Culture?
10. What is meant by Horizontal Merger?
11. What is a Question Mark?
12. What is Responsibility centre?

(10×2=20)

**Part B**

*Answer any **six** questions.*

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

13. Illustrate the concept of Strategy and Tactics with an example.
14. Explain different levels of Strategy.





15. Explain the components of Internal Environment.
16. Describe the process of Internal and External environmental scanning.
17. Describe the factors influencing strategic choice.
18. Illustrate the barriers to strategy implementation.
19. Explain the features of Turnaround strategies.
20. What are the strategic issues involved in small business?
21. What are the strategic issues involved in non profit organisation?

(6×5=30)

**Part C**

*Answer any **two** questions.*

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

22. Explain in detail the McKinsey 7-S model.
23. Write a detailed note on Industry Analysis.
24. What is strategy formulation? Describe various steps in the strategy formulation.
25. What are the various stages in the strategic control?

(2×15=30)

