



US – 541

VI Semester B.B.A. Examination, May 2017
(CBCS) (Fresher) (2016-17 and Onwards)
BUSINESS ADMINISTRATION
Paper – 6.4 : Strategic Management

Time : 3 Hours

Max. Marks : 70

Instruction : Answer in **English only**.

SECTION – A

1. Answer **any five** sub-questions. **Each** sub-question carries **two** marks. (5×2=10)
- Give the meaning of strategic management.
 - What do you mean by Business Environment ?
 - What is strategic planning ?
 - What is competitive analysis ?
 - What is project manipulation ?
 - Who is a entrepreneur ?
 - Expand SWOT and QUEST.

SECTION – B

Answer **any three** questions. **Each** question carries **six** marks. (3×6=18)

- Briefly explain functions of strategic management.
- What is decision making ? What are the steps in decision making process ?
- What is SWOT analysis ? Explain its importances.
- Explain strategic planning process.
- What are the differences between corporate culture and corporate policies ?

P.T.O.



SECTION - C

Answer **any three** questions. **Each** question carries **fourteen** marks. **(3×14=42)**

7. Explain importances of strategy evaluation and control.
8. What is strategy implementation ? Explain aspects of strategy implementation.
9. Explain different types of strategic plans.
10. Explain components of environment of an organisation.
11. Write a short note on :
 - a) Corporate culture
 - b) Corporate policies
 - c) Competitive advantage.