



CB – 420

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VI Semester B.B.A. Examination, August/September 2023  
(CBCS – 2016 – 17 and Onwards) (Repeaters)  
**BUSINESS ADMINISTRATION**  
Paper – 6.4 : Strategic Management

Time : 3 Hours

Max. Marks : 70

**Instruction :** Answer should be written in **English only**.

SECTION – A

- I. Answer **any five** sub-questions. **Each** sub-question carries **2** marks. **(5×2=10)**
- 1) a) Give the meaning of strategic management.
  - b) What is the meaning of technological environment ?
  - c) Define stability strategy.
  - d) What do you mean by project manipulation ?
  - e) What is environment scanning ?
  - f) State the meaning of corporate culture.
  - g) What is the meaning of corporate level strategy ?



SECTION – B

- II. Answer **any 3** questions. **Each** question carries **6** marks. **(3×6=18)**
- 2) Explain the need of strategic management.
  - 3) Write a short note on political environment.
  - 4) Explain corporate level strategy.
  - 5) Write a note on behavioural implementation.
  - 6) Explain the overview of management control.

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SECTION – C

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

- 7) Explain the process of strategic management.
- 8) Explain the SWOT Analysis in detail.
- 9) What is strategic planning ? Explain its process.
- 10) Discuss the aspects of strategy implementation.
- 11) Explain the operational control in detail.

