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MS – 477

VI Semester B.B.M. Examination, May/June 2014
(2011-12 and Onwards) (Repeaters)
BUSINESS MANAGEMENT
Strategic Management

Time : 3 Hours

Max. Marks : 90

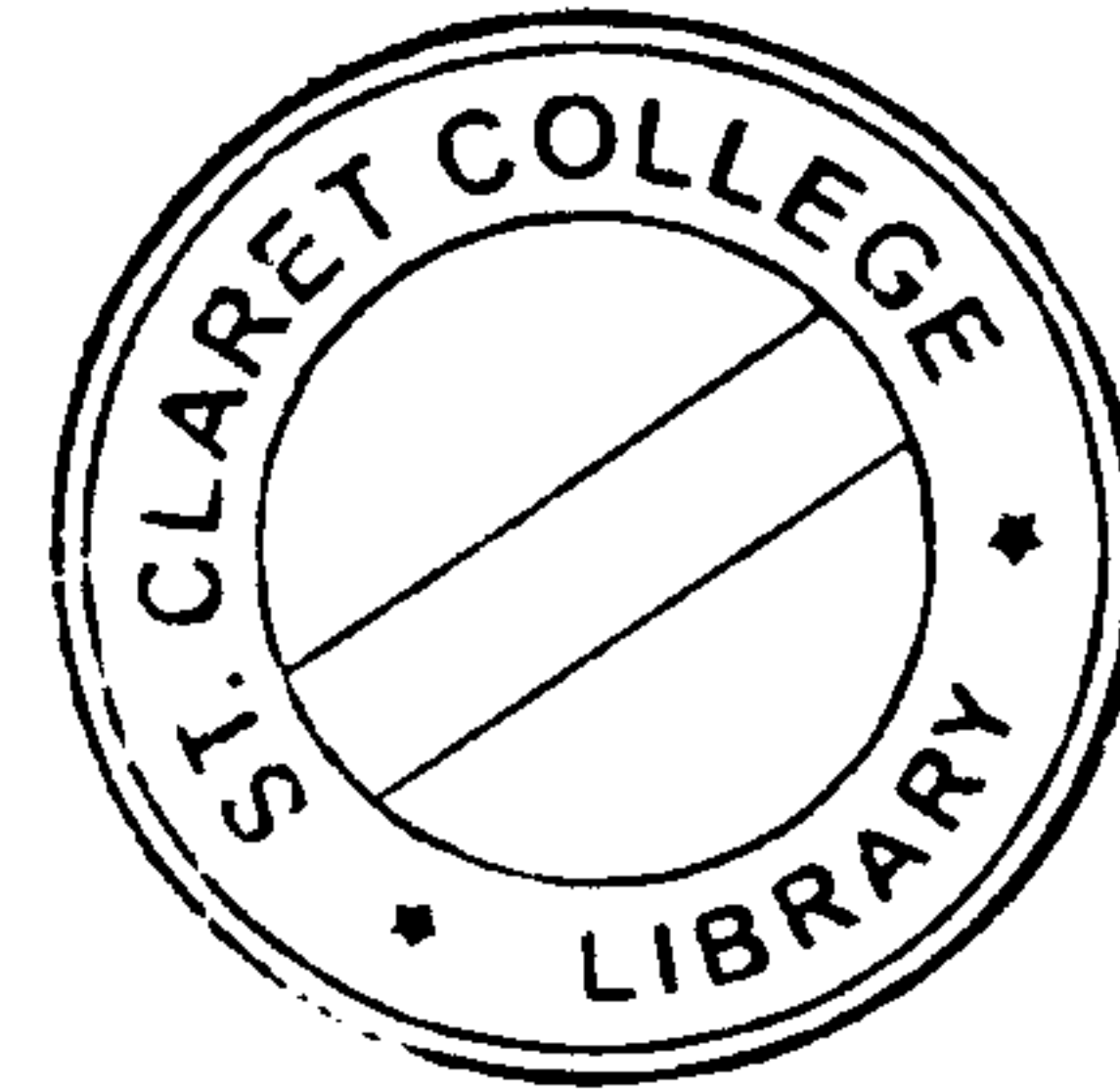
Instruction : Answers should be written in **English** only.

SECTION – A

Answer **any 10** questions. **Each** question carries **2** marks.

(2×10=20)

1. a) What is a business policy ?
- b) What is a vision statement ?
- c) What is environmental scanning ?
- d) What is KRA ?
- e) What is turn-around strategy ?
- f) Give the meaning of bench marking.
- g) What is corporate social responsibility ?
- h) What is corporate politics ?
- i) Mention the types of social audit.
- j) What is strategic planning ?
- k) Mention any two advantages of management control.
- l) What is Merger ?



SECTION – B

Answer **any 5** questions. **Each** question carries **5** marks.

(5×5=25)

2. Explain any five limitations of strategic management.
3. Explain the need for environmental scanning.
4. State the need and relevance of business policies.

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5. Explain the merits of social audit to a firm.
6. Discuss the need of strategic management in detail.
7. Explain the factors determining cost leadership.
8. Discuss the advantages of mergers.
9. Explain turn around strategy in detail.

SECTION – C

Answer **any three** questions. **Each** question carries **15** marks.

(15×3=45)

10. Explain the steps involved in strategic planning process.
 11. Discuss the various objectives of a business policy.
 12. Explain stability strategy and growth strategy in detail.
 13. Explain the importance of social responsibilities to a business firm.
 14. Discuss the role of strategists in strategic decision making.
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