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VI Semester B.B.M. Examination, April/May 2015
(Semester Scheme) (2014-15 & Onwards) (Freshers)
Business Management
Paper – 6.4 : STRATEGIC MANAGEMENT

Time : 3 Hours

Max. Marks : 100

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

SECTION – A

Answer **any 8** of the following. **Each** sub-question carries **2** marks. **(8×2=16)**

1. a) What is Mission Statement ?
- b) Give the meaning of business ethics.
- c) What is environmental scanning ?
- d) Give the meaning of expansion strategy.
- e) What is external environment ?
- f) Expand PERT.
- g) What do you mean by Merger Strategy ?
- h) Mention any 2 aspects of implementation of strategy.
- i) What do you mean by corporate culture ?
- j) Expand BPMS.

SECTION – B

Answer **any 3** of the following. **Each** question carries **8** marks. **(3×8=24)**

2. Explain the impact of socio-cultural environment in business.
3. Write a short note on Management Control.
4. Mention the steps involved in strategy implementation.
5. Explain the different phases pertaining to project implementation.

P.T.O.



SECTION – C

Answer Question No. **10** and **any three** of the remaining. **Each** question carries **15** marks. **(4×15=60)**

6. Explain value chain analysis.
 7. What are the steps involved in strategic planning process ?
 8. Write a note on :
 - a) restructures strategies
 - b) stability strategies
 9. Discuss the role of effective leadership in strategy implementation.
 10. Explain the role of various strategic decision makers.
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