



SA – 836

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VI Semester B.B.M. Examination, April/May 2015  
(Repeaters) (2011-2012 and Onwards/Prior to 2014-2015)

**BUSINESS MANAGEMENT**

**Paper – 6.2 : Strategic Management**

**(100 Mark – 2013-14 Only/90 Mark – Prior to 2013-14)**

Time : 3 Hours

Max. Marks : 100/90

- Instructions:** 1) Answer should be written **only in English**.  
2) Section **A, B, and C** to be answered by **all Repeaters**  
(90 marks).  
3) Section '**D**', to be answered by **2013-14 students only**  
(100 marks)

SECTION – A

Answer **any ten** sub-questions. **Each** sub-question carries **2** marks. **(10×2=20)**

1. a) Define Strategy.  
b) What is Corporate Strategy ?  
c) Give the meaning of Concentric Merger.  
d) What is value chain analysis ?  
e) What is policy ?  
f) Mention levels of strategy.  
g) What is strategic surveillance ?  
h) What for 7 – S of Mc Kinsey model stands for ?  
i) Mention the types of social audit ?  
j) What is ZBB ?  
k) List out any four technique of ETOP ?  
l) What is financial strategy ?

SECTION – B

Answer **any five** of the following. **Each** question carries **five** marks. **(5×5=25)**

2. State the objectives of business policy.
3. Explain the benefits of strategic management.

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4. What is merger strategy ? Explain the types of merger.
5. What are functional strategies and mention its importance ?
6. Explain the benefits of environment analysis.
7. What is SWOT analysis ? Explain its importance.
8. Why strategies need to be evaluated and controlled ? Explain.

### SECTION – C

Answer **any three** questions. **Each** question carries **fifteen** marks. **(3×15=45)**

9. What is company environment ? Explain the relevent factors in company environment.
10. Explain the various steps in strategy implementation.
11. What are strategic business units ? What are its merits and demerits ?
12. Define Social Responsibility. Discuss its significance for business as well as economic growth of a country.
13. Explain the classification of business policy.

### SECTION – D

Section '**D**' is to be answered by **2013-14** students only. **(10×1=10)**

14. Explain the steps in strategic planning process.
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