



MS – 522

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VI Semester B.B.M. Examination, May 2016  
(2011-12 and Onwards) (Prior to 2014-15) (Repeaters)

**BUSINESS MANAGEMENT**

**Paper – 6.2 : Strategic Management**

**100 Marks – 2013-14 only**

**90 Marks – 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

1. Answer **any ten** sub-questions carries **2** marks. **(10×2=20)**
- a) Define business policy.
  - b) What do you mean by strategic vision.
  - c) State two components of environment.
  - d) What is strategic planning ?
  - e) What is concentric diversification ?
  - f) What is strategic decision ?
  - g) What is structural implementation ?
  - h) What is functional strategy ?
  - i) What do you mean by corrective action ?
  - j) What is social audit ?
  - k) What is KRA ?
  - l) What is social responsibility ?

P.T.O.



SECTION – B

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

2. Explain the importance of business policy.
3. Differentiate between vision and mission statement.
4. Explain the need for environmental scanning.
5. Explain turn-around strategy.
6. Explain MC Kinsey 7 'S'.
7. Explain the importance of strategic evaluation.
8. What are the arguments against social responsibility of business ?

SECTION – C

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

9. Explain the need of strategic management.
10. Explain SWOT analysis.
11. Discuss the process of strategy implementation.
12. Explain the scope or areas of managerial control.
13. Explain the scope and types of social audit.

SECTION – D

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

14. Explain the environmental factors influencing a company in formulating strategies.
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