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VI Semester B.B.A. Examination, Sept./Oct. 2022
(CBCS) (F+R) (2016-17 and Onwards)
BUSINESS ADMINISTRATION
Paper – 6.4 : Strategic Management

Time : 3 Hours

Max. Marks : 70

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

SECTION – A

1. Answer **any five** sub-questions. **Each** sub-question carries **two** marks : (5×2=10)

- a) What is strategic management ?
- b) Define environment.
- c) What do you mean by turnaround strategy ?
- d) Give the meaning of corporate culture.
- e) Mention different levels of strategy.
- f) What is a policy ?
- g) Expand ETOP.



SECTION – B

Answer **any three** questions. **Each** question carries **six** marks :

(3×6=18)

2. Briefly explain the functions of strategic management.
3. What is SWOT analysis ? Explain its importance.
4. Briefly explain the merger strategies.
5. What is organisational change ? What are the forms of organisational changes ?
6. Differentiate between strategic and operational control.

P.T.O.



SECTION – C

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

7. Explain in detail about strategic management process.
 8. Explain the environmental factors influencing a company in formulating strategies.
 9. Explain stability strategy and growth strategy in detail.
 10. Write a short note on :
 - a) Corporate culture.
 - b) Corporate policies.
 - c) Competitive advantage.
 11. What are the features of an effective evaluation and control system of management ?
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