



QP CODE: 20100736

Reg No :

Name :

BBA DEGREE (CBCS) EXAMINATION, MARCH 2020

Sixth Semester

Bachelor of Business Administration

Core Course - BA6CRT29 - STRATEGIC MANAGEMENT

2017 Admission Onwards

426EC801

Time: 3 Hours

Maximum Marks :80

Part A

*Answer any **ten** questions.*

Each question carries 2 marks.

1. Define Corporate Strategy.
2. Explain Corporate Policy
3. Explain EFAS
4. What is IFAS?
5. What is Business Strategy?
6. What is Research and Development Strategy?
7. Explain contingency Strategy
8. What is Functional Structure ?
9. Define Corporate Culture
10. What is meant by Horizontal Merger?
11. What is a Cash Cow?
12. What is strategic Piggy backing?

(10×2=20)

Part B

*Answer any **six** questions.*

Each question carries 5 marks.

13. Describe the importance of Strategy



14. What are the features of Strategic Decisions?
15. Describe the process of Internal and External environmental scanning
16. Explain value chain Analysis?
17. What is stability strategy? What are the types of stability strategy?
18. Differentiate between Strategy Formulation and Strategy Implementation
19. Explain the features of Turnaround strategies
20. Explain the types of strategic control
21. What are the strategic issues involved in small business?

(6×5=30)

Part C

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Explain 7 S Model. What are its elements?
23. Explain various techniques used for environmental Scanning
24. What is strategy formulation? Describe various steps in the strategy formulation
25. Explain the process of strategic control.

(2×15=30)

