

Reg. No. :

Name :

**VI Semester B.B.A./B.B.A.(TTM)/B.B.A.(RTM) Degree
(CBCSS-Reg./Supple./Improv.) Examination, April 2020
(2014 Admission Onwards)**

Core Course

6B16BBA/BBA(TTM)/BBA(RTM) : STRATEGIC MANAGEMENT

Time : 3 Hours

Max. Marks : 40

SECTION – A

Answer the 4 questions. **Each** question carries $\frac{1}{2}$ mark.

1. _____ is the sum total of benefits received and costs paid by the customers in a given situation.
2. _____ represents the imagination of future events and prepares the organisation for the same.
3. _____ strategies are attempts made by an organisation at incremental improvement of functional performance.
4. _____ refers External Opportunities and Threats. ($\frac{1}{2} \times 4 = 2$)

SECTION – B

Answer **any four** questions. **Each** question carries 1 mark.

5. Define strategic management.
6. What is SWOT analysis ?
7. What is environmental scanning ?
8. What is corporate strategy ?
9. Define strategic choice.
10. What is competitive advantage ? (1×4=4)

P.T.O.



SECTION – C

Answer **any six** questions. **Each** question carries **3** marks.

11. Which are the main steps involved in strategy implementation ?
12. What are the tools of strategic management ?
13. Explain the process of strategy evaluation and control.
14. State the differences between operational, tactical and strategic planning.
15. What is SBU ? Explain its features.
16. Explain the main approaches to strategic decision making.
17. Briefly explain about macro business environment.
18. Write a note on turnaround strategies. **(3×6=18)**

SECTION – D

Answer **any two** questions. **Each** question carries **8** marks.

19. What is portfolio analysis ? What are the main techniques used for portfolio analysis ?
 20. Explain the process of strategic management.
 21. Enumerate the main approaches used by an organisation to generate competitive advantage. **(8×2=16)**
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