



K18U 0160

Reg. No. :

Name :

VI Semester B.B.A./B.B.A. (TTM)/BBA(RTM) Degree (CBCSS – Reg./
Supple./Imp.) Examination, May 2018

Core Course

6B16 BBA/BBA (TTM)/BBA(RTM) : STRATEGIC MANAGEMENT
(2014 Admn. Onwards)

Time : 3 Hours

Max. Marks : 40

SECTION – A

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

1. _____ is a statement of future.
2. The BCG Matrix is based on _____ and relative market share.
3. Strategic management is the responsibility of _____
4. The _____ of any organization is the aggregate of all conditions, events and influences that surround and affect it. ($\frac{1}{2} \times 4 = 2$)

SECTION – B

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

5. What do you mean by strategic evaluation ?
6. What is turnaround strategy ?
7. Explain value chain analysis.
8. What is corporate analysis?
9. Define strategy.
10. Differentiate between mission and vision. (1×4=4)

P.T.O.



SECTION – C

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

11. Explain the Porter's five forces model.
12. Briefly explain the process of strategic evaluation.
13. Explain the concept of strategic control.
14. Briefly explain product life cycle.
15. What is BCG Model ?
16. Discuss the limitations of strategic management.
17. Explain SWOT analysis.
18. Explain different kinds of acquisition. (3×6=18)

SECTION – D

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

19. Discuss the methods and techniques used for organizational appraisal.
 20. What is strategic management ? Discuss the benefits of strategic management.
 21. What is general environment ? What are its components ? (8×2=16)
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