



US – 541

VI Semester B.B.A. Examination, May 2017
(CBCS) (Fresher) (2016-17 and Onwards)
BUSINESS ADMINISTRATION
Paper – 6.4 : Strategic Management

Time : 3 Hours

Max. Marks : 70

Instruction : Answer in English only.

SECTION – A

1. Answer **any five** sub-questions. **Each** sub-question carries **two** marks. **(5×2=10)**
- Give the meaning of strategic management.
 - What do you mean by Business Environment ?
 - What is strategic planning ?
 - What is competitive analysis ?
 - What is project manipulation ?
 - Who is a entrepreneur ?
 - Expand SWOT and QUEST.

SECTION – B

- Answer **any three** questions. **Each** question carries **six** marks. **(3×6=18)**
- Briefly explain functions of strategic management.
 - What is decision making ? What are the steps in decision making process ?
 - What is SWOT analysis ? Explain its importances.
 - Explain strategic planning process.
 - What are the differences between corporate culture and corporate policies ?

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SECTION – C

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

7. Explain importances of strategy evaluation and control.
 8. What is strategy implementation ? Explain aspects of strategy implementation.
 9. Explain different types of strategic plans.
 10. Explain components of environment of an organisation.
 11. Write a short note on :
 - a) Corporate culture
 - b) Corporate policies
 - c) Competitive advantage.
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