

Reg. No

Name

23U612

B B A DEGREE END SEMESTER EXAMINATION : MARCH 2023

SEMESTER 6 : INTEGRATED MARKETING AND NEW MEDIA

COURSE : 19U6CRBBA21 : STRATEGIC MANAGEMENT

(For Regular - 2020 Admission)

Time : Three Hours

Max. Marks: 60

PART A

Answer All (1 mark each)

1. Which technique of environmental scanning provides quick and inexpensive analysis of the environment. Explain?
2. Full form of PESTLE
3. List down the tagline of any 2 famous company.
4. Define strategic control.
5. What is odd pricing?
6. List 2 limitations of environmental scanning
7. What is research and development strategy?
8. What do you mean by strategic management?

(1 x 8 = 8)

PART B

Answer any 6 (2 marks each)

9. What are the criteria for a good strategy?
10. List down the key elements of McKinsey Model of Strategic Management
11. When does a company decides to formulate a new strategy, list down four situations.
12. Define Implementation Control.
13. Why environmental scanning important ?
14. What are the limitations faced while strategy implementation?
15. What is public relation strategy?
16. What is promotional strategy?

(2 x 6 = 12)

PART C

Answer any 4 (5 marks each)

17. Differentiate between strategic evaluation and strategic planning.
18. What are the reasons for companies to use turnaround strategy ?
19. How to create an effective business strategy?
20. Explain the need for strategic management
21. Explain the process of strategic management
22. What are the characteristics of environmental scanning ?

(5 x 4 = 20)

PART D

Answer any 2 (10 marks each)

23. Explain corporate policy and its classification
24. Explain the strategy implementation process
25. Explain the process of internal scanning
26. List the challenges of strategic formulation

(10 x 2 = 20)