

Reg. No

Name

24U612

B B A DEGREE END SEMESTER EXAMINATION - MARCH 2024
SEMESTER 6 - INTEGRATED MARKETING AND NEW MEDIA
COURSE : 19U6CRBBA21 - STRATEGIC MANAGEMENT
(For Regular - 2021 Admission and Supplementary -2020 Admission)

Time : Three Hours

Max. Marks: 60

PART A

Answer All (1 mark each)

1. List 2 examples of organization structure
2. What do you mean by company policy?
3. What is packaging strategy?
4. What do you mean by strategy?
5. Define responsibility centers.
6. What do you mean by " IFAS"
7. What is push strategy?
8. Which is the highest level of business strategy?

(1 x 8 = 8)

PART B

Answer any 6 (2 marks each)

9. Explain business strategy with real life examples
10. What do you mean by environmental scanning?
11. How to develop a mission statement?
12. What is prescriptive school of thought on Strategic Management?
13. What do you mean by value chain analysis?
14. Explain performance-gap analysis.
15. What do you mean by industry analysis ?
16. What is a non-discretionary portfolio management?

(2 x 6 = 12)

PART C

Answer any 4 (5 marks each)

17. How do companies use the strategic management process to achieve their long-term objectives?
18. Explain the features of strategic management?
19. What are the reasons for companies to use turnaround strategy ?
20. How important is value chain analysis while environmental scanning?
21. Explain the various types of strategic control.
22. What is McKinsey 7-s Model of strategic management?

(5 x 4 = 20)

PART D

Answer any 2 (10 marks each)

23. Explain the various schools of thoughts of Strategic Management.
24. What are internal factors and external factors affecting a business?
25. List down the steps in Strategic Formulation.
26. What are the challenges of strategy implementation?

(10 x 2 = 20)