

**B B A DEGREE END SEMESTER EXAMINATION - MARCH 2025****SEMESTER 6 : INTEGRATED MARKETING AND NEW MEDIA****COURSE : 19U6CRBBA21 : STRATEGIC MANAGEMENT***(For Regular 2022 Admission and Supplementary 2021/2020 Admissions)*

Time : Three Hours

Max. Marks: 60

**PART A****Answer All (1 mark each)**

1. What is research and development strategy?
2. What do you mean by Cost Centre?
3. What is political environment in strategic management?
4. What is odd pricing?
5. Give the full form of QUEST.
6. What is packaging strategy?
7. List down the tagline of any 2 famous company.
8. List down the elements of Mickinsey Model of Strategic Management.

**(1 x 8 = 8)****PART B****Answer any 6 (2 marks each)**

9. Identify the significance of strategy in an organisation.
10. Define Cost-Benefit Analysis.
11. "Strategy implementation has wide involvement." Do you agree? Justify.
12. List down any four factors affecting marketing strategy of an organization.
13. Explain functional level business strategy.
14. State the prescriptive school of thought on Strategic Management.
15. Explain the criteria for a good strategy.
16. Name any four techniques used in environmental scanning.

**(2 x 6 = 12)****PART C****Answer any 4 (5 marks each)**

17. Discuss how the companies use the strategic management process to achieve their long term objectives.
18. Explain the functions of corporate strategy.
19. Identify the limitations face during strategy implementation.
20. Explain the various steps involved in internal scanning.
21. Explain the importance of Strategic Formulation.
22. Explain the limitations faced during strategic control.

**(5 x 4 = 20)****PART D****Answer any 2 (10 marks each)**

23. Briefly explain the steps in Strategic Formulation.
24. Discuss different types of portfolio analysis.
25. Explain corporate policy and its classification
26. Explain environmental scanning in detail.

**(10 x 2 = 20)**