

B B A DEGREE END SEMESTER EXAMINATION - MARCH 2026**SEMESTER 6 : INTEGRATED MARKETING AND NEW MEDIA****COURSE : 19U6CRBBA21 : STRATEGIC MANAGEMENT***(For Regular - 2023 Admission and Supplementary 2022/2021/2020 Admissions)*

Time : Three Hours

Max. Marks: 60

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

1. Define strategy.
2. Identify which strategy implementation is called Action Oriented.
3. Define responsibility centers.
4. Identify the technique of environmental scanning which provides quick and inexpensive analysis of the environment. Explain?
5. Illustrate how tactical plans are used in organisation.
6. Explain Divestment Strategy.
7. Give full form of VRIO.
8. List the classification of corporate policy based on scope.

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

9. Identify the key features of strategy formulation and strategy implementation.
10. "Strategic choice involve selecting the best alternative among many." Discuss.
11. Explain legal factors in strategic management.
12. Define Implementation Control.
13. Explain the concept of HR strategy.
14. Identify four situations in which the company decided to formulate a new strategy?
15. Explain different levels of strategy.
16. Explain functional organisation structure.

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

17. Explain the functions of corporate strategy.
18. Discuss the importance of strategic management.
19. Discuss the advantages of internal scanning.
20. Explain the steps to create an effective Business Strategy.
21. Identify the limitations face during strategy implementation.
22. Explain the various types of strategic control.

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

23. Briefly explain the internal factors and external factors affecting a business.
24. Explain the process involved in strategy formulation.
25. Elaborate the process of Strategy Evaluation and control.
26. Describe the stages involved in strategic management process.

(10 x 2 = 20)