

B B A DEGREE END SEMESTER EXAMINATION - MARCH 2026**SEMESTER 6 : BUSINESS ANALYTICS****COURSE : 23U6CPBBA05 : STRATEGIC MANAGEMENT***(For Regular 2023 Admission)*

Time : Three Hours

Max. Marks: 60

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

1. Explain company policy.
2. Give full form of VRIO.
3. Explain differentiation strategy.
4. Explain Divestment Strategy.
5. Differentiate mergers and acquisitions.
6. Define responsibility centers.
7. Who found value chain analysis?
8. Write 2 advantages of corporate strategy.

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

9. Define Implementation Control.
10. List down the key elements of McKinsey Model of Strategic Management.
11. Explain brand extension strategy.
12. Explain value chain analysis.
13. Explain 7 S Framework.
14. Explain industry analysis.
15. Explain corporate level business strategy.
16. State the prescriptive school of thought on Strategic Management.

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

17. State the importance of strategic management.
18. Explain the role of Organizational Systems in Strategy Evaluation.
19. Briefly explain the factors that affect the strategic planning.
20. Mention the features of strategy implementation.
21. Discuss the steps to create an effective Business Strategy.
22. Mention how the companies use internal factor analysis (IFAS) to evaluate their internal capabilities and resources.

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

23. Explain environmental scanning in detail.
24. Describe the stages involved in strategic management process.
25. Elaborate the process of Strategy Evaluation and control.
26. Explain the challenges of strategic formulation.

(10 x 2 = 20)