



14630

Reg. No.

--	--	--	--	--	--	--	--	--	--

VI Semester B.B.A. Degree Examination, September - 2021

BUSINESS ADMINISTRATION**Strategic Management****(CBCS Scheme Freshers 2018 Batch only)****Paper : 6.4****Time : 3 Hours****Maximum Marks : 70****Instructions to Candidates:**Answers Should be written in **English** only.**SECTION - A**Answer any **FIVE** sub-questions. Each sub-question carries **Two** marks. **(5×2=10)**

1. a. What is a Strategy?
- b. What is Value Chain Analysis?
- c. Define Strategic Planning.
- d. What is Corporate Culture?
- e. Give the meaning of Management Control.
- f. State any Two Style of Leadership.
- g. What is Mission Statement?

SECTION - BAnswer any **THREE** questions. Each question carries **Six** marks. **(3×6=18)**

2. Explain the functions of strategic management.
3. State any 6 components of external environment.
4. Explain strategic planning process.
5. What is strategic implementation? What are the issues involved in it.
6. What are the essential features of an effective evaluation and control system?

[P.T.O.]



(2)

14630

SECTION - C

Answer any **THREE** questions. Each question carries **Fourteen** marks. (3×14=42)

7. What is strategic decision making? What are the steps involved in decision making process elaborately.
 8. Write a note on :
 - i. Value chain Analysis.
 - ii. Core competency.
 9. How do you plan a strategy? Explain the different types of strategic plans.
 10. Explain the various functional and operational policies of strategic management.
 11. What is operational control? Explain in detail techniques of operational control.
-

0059513