



22101221

**QP CODE: 22101221**

**Reg No** : .....

**Name** : .....

**BBA DEGREE ( CBCS) REGULAR / REAPPEARANCE EXAMINATIONS,  
APRIL 2022**

**Sixth Semester**

Bachelor of Business Administration

**CORE - BA6CRT29 - STRATEGIC MANAGEMENT**

2017 Admission Onwards

ADA276C8

Time: 3 Hours

Max. Marks : 80

**Part A**

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. What is SBU?
2. What is strategic intent?
3. Expand SWOT analysis.
4. Explain IFAS.
5. Explain Generic Strategy.
6. Explain Human Resource Strategy.
7. Explain contingency Strategy.
8. What is Strategy Implementation?
9. What is Organizational Culture?
10. What is Amalgamation?
11. Explain Portfolio Strategy.
12. What is the small scale industry?

(10×2=20)

**Part B**

*Answer any **six** questions.*

*Each question carries **5** marks.*





13. Briefly explain 7 S Framework.
14. Explain the relevance of Corporate policy in the present scenario.
15. Describe the process of Internal and External environmental scanning.
16. Write a note on Primary Activities.
17. Distinguish between Vertical and Horizontal Integration.
18. Explain different types of organisation structure.
19. Explain the features of Turnaround strategies.
20. Define benchmarking . Explain the types of bench marking.
21. What are the strategic issues involved in non profit organisation?

(6×5=30)

### **Part C**

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Define strategic management. Explain its benefits and limitations.
23. Write a detailed note on Industry Analysis.
24. What is meant by Strategy Formulation? Explain the steps involved in Strategy Formulation.
25. Explain the barriers to strategic evaluation. Suggest measures to overcome them.

(2×15=30)

