



QP CODE: 25021094



25021094

Reg No :

Name :

**BBA DEGREE (CBCS) REGULAR / REAPPEARANCE / MERCY CHANCE
EXAMINATIONS, FEBRUARY 2025**

Sixth Semester

Bachelor of Business Administration

CORE COURSE - BA6CRT29 - STRATEGIC MANAGEMENT

2017 Admission Onwards

1E040BB5

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

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

1. What you do mean by Tactics?
2. Differentiate between Vision and Mission.
3. Differentiate between Micro and Macro Environment.
4. What is value chain analysis?
5. What is SFAS?
6. Explain Focus Strategy.
7. Enlist the types of Globalisation Strategy.
8. What is Strategy Implementation?
9. Explain Simple Organization Structure.
10. What is Organizational Culture?
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. Explain different levels of Strategy .





14. What is Corporate Planning? Explain its features.
15. Describe the process of Internal and External environmental scanning.
16. Describe the purpose of EFAS and IFAS.
17. Describe the factors influencing strategic choice.
18. Explain the features of Turnaround strategies.
19. What is acquisition? Explain different types.
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. Explain in detail the McKinsey 7-S model.
23. Write a detailed note on Industry Analysis.
24. Explain in detail the various Functional Level Strategies.
25. Briefly explain the need and importance of strategic evaluation and control.

(2×15=30)

