Fifth Semester B.B.M. Degree Examination, October/November 2019

(CBCS Scheme)

Management

STRATEGIC MANAGEMENT

Time: 3 Hours

[Max. Marks: 90

Instructions to Candidates: Answers should be written in English only.

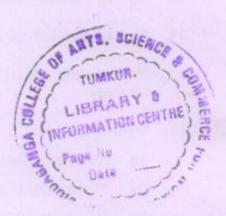
SECTION - A

- 1. Answer any **TEN** sub-questions from the following. Each sub-question carries 2 marks: (10 × 2 = 20)
 - (a) What is mission statement?
 - (b) Give the meaning of business strategy.
 - (c) What are joint ventures?
 - (d) What do you mean by "weakness"?
 - (e) What do you mean by environmental scanning?
 - (f) What is dysergy?
 - (g) State four aspects of strategy implementation.
 - (h) What is corporate culture?
 - (i) Define objective.
 - (j) What is strategic control?
 - (k) Give the meaning of environmental appraisal.
 - (l) Expand:
 - (i) SWOT
 - (ii) PEST.

SECTION - B

Answer any **FIVE** questions from the following. Each question carries 5 marks: $(5 \times 5 = 25)$

- Explain briefly the elements in strategic management process.
- 3. What are the benefits of environmental analysis?



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- 4. What are the different strategies for entering new business?
- 5. Discuss briefly the importance of strategy implementation.
- 6. Why do acquisitions fail? Explain.
- 7. Explain briefly characteristics of E-commerce environment.
- 8. What is 7-S model? Explain.

SECTION - C

Answer any **THREE** questions from the following. Each question carries 15 marks: $(3 \times 15 = 45)$

- 9. Explain GE-9 cell model.
- 10. Discuss the process of strategy implementation.
- 11. Explain the nature and scope of strategic management.
- Explain the different leadership roles that managers play in executing good strategy.
- 13. Write a note on:
 - (a) Strategic business unit
 - (b) Strategic information system
 - (c) E-commerce business model.