

Q.P. Code – 56535

**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 × 5 = 25)

- 2. 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 × 15 = 45)**

9. Explain GE-9 cell model.
 10. Discuss the process of strategy implementation.
 11. Explain the nature and scope of strategic management.
 12. 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.
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