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Reg. No. :

Name :

**Eighth Semester B.B.A. LL.B. (Five Year Integrated) Degree Examination,
September 2021**

Paper I : STRATEGIC MANAGEMENT

Time : 3 Hours

Max. Marks : 80

I. Answer **any five** of the following. Each question carries **2** marks. Answer should not exceed **50** words each.

1. What is conflict?
2. Define strategic intent.
3. Define business objectives.
4. What is contingency plan?
5. Define business vision.
6. What is value chain analysis?
7. What is benchmarking?
8. What is market growth rate?

(5 × 2 = 10 Marks)

II. Answer **any four** of the following. Each question carries **4** marks. Answer should not exceed **120** words each.

1. Explain the major issues in strategy implementation.
2. Explain transnational strategy.

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3. What are the features of strategic management?
4. Explain SWOT analysis.
5. Differentiate between objectives, goals and policies.
6. Discuss operational control.

(4 × 4 = 16 Marks)

III. Answer **any four** of the Following. Each question carries **6** marks.

1. Discuss Michael Porters Five Forces Model.
2. Explain the importance of environmental analysis.
3. Explain the characteristics of strategic decisions.
4. Explain the problems and steps in strategy formulation.
5. Explain the characteristics of effective evaluation and control system.
6. Explain the international expansion strategy.

(4 × 6 = 24 Marks)

IV. Answer **any three** of the following. Each question carries **10** marks.

1. Explain the strategic management model.
2. Explain the techniques of environmental analysis.
3. Explain the framework for industry analysis.
4. What is CSR? Explain the need and areas of CSR.

(3 × 10 = 30 Marks)