

Reg. No. :

Name :

**Eighth Semester B.B.A. LL.B.(Five Year Integrated) Degree Examination,
August 2022**

Paper I – STRATEGIC MANAGEMENT

(2013-2019 Admission)

Time : 3 Hours

Max. Marks : 80

(A) Explain any **five** of the following. Each question carries **2** marks each. Answers should not exceed **50** words each.

1. Define Strategy.
2. How is policy different from strategy?
3. What do you mean by “management buy outs”?
4. What is internal environment?
5. What is strategic joint venture?
6. State the reasons why firms may adopt stability strategies.
7. What is divestiture?
8. What is strategic surveillance?

(5 × 2 = 10 Marks)

(B) Answer any **four** questions in not more than **120** words which carries **4** marks each.

1. Discuss briefly the steps involved in strategic management process.
2. State the features of strategic decisions.
3. Explain the 3 primary types of retrenchment strategy.

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4. Examine the essential conditions for globalization.
5. Write a short note on corporate governance.
6. What do you understand by the terms forward and backward integration?

(4 × 4 = 16 Marks)

(C) Answer any **four** questions in not more than **150** words which carries **6** marks each.

1. Explain the various approaches to strategy formulation.
2. Examine the sources of organizational conflict.
3. Compare Strategic control with Operational control.
4. Discuss the factors affecting strategic choice.
5. What is PESTLE analysis?
6. What is Strategic Alliance? Explain its benefits.

(4 × 6 = 24 Marks)

(D) Answer any **three** questions which carry **10** marks each.

1. Define strategic control. Explain the types of strategic control.
2. Explain the common regulatory elements of procedural implementation.
3. "Businesses that practice corporate social responsibility aim to improve their communities, the economy or the environment"—Elucidate.
4. What is competitive environment? Explain Porter's model of competitive forces.

(3 × 10 = 30 Marks)