

Reg. No. :

Name :

**Eighth Semester B.B.A. LL.B (Five Year Integrated) Degree Examination,
July 2024**

Paper I – STRATEGIC MANAGEMENT

(2013 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

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

1. What is business policy?
2. Define Strategic management.
3. What do you mean by 'grand strategy'?
4. What is strategic intent?
5. What is corporate restructuring?
6. How are goals and objectives different?
7. Define Corporate Governance.
8. What is Spin off?

(5 × 2 = 10 Marks)

P.T.O.

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

1. Discuss the levels of strategy.
2. Explain the three generic business strategies.
3. Bring out the inter relationship between strategy formulation and implementation.
4. State the features of mission statement.
5. Explain the concept of organizational life cycle.
6. Differentiate between policy and strategy.

(4 × 4 = 16 Marks)

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

1. What is SWOT analysis? Explain its importance to a firm.
2. Discuss the common expansive strategies.
3. Elaborate the significance of organisational structure in strategic management.
4. List the merits and demerits of joint venture.
5. Explain the factors influencing resource allocation.
6. Examine the role of organization systems in strategic evaluation.

(4 × 6 = 24 Marks)

IV. Answer any **three** questions which carry **10** marks each.

1. Define strategy implementation. Enumerate the factors to be considered in strategy implementation.
2. "Functional strategies play an important role in implementing corporate and business strategy" – Elucidate.
3. What is environmental scanning? Discuss its need and importance.
4. Discuss the benefits and challenges of Globalization.

(3 × 10 = 30 Marks)

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