



Reg. No. :

Name :

**Eighth Semester Integrated B.B.A. LL.B. (Five Year Integrated)
Degree Examination, November 2018
Paper – I : STRATEGIC MANAGEMENT**

Time : 3 Hours

Max. Marks : 80

SECTION – I

Answer **any 5** questions. **Each** carries **2** marks.

1. What do you mean by competitive advantage ?
2. What are objectives ?
3. What do you mean by social responsibility ?
4. What is environment scanning ?
5. What is joint venture ?
6. What is corporate analysis ?
7. What is status quo ?
8. What is cash cow ?

(5×2=10 Marks)

SECTION – II

Answer **any 4** questions. **Each** carries **4** marks.

1. What is evolution analysis ?
2. What are the attributes of a sound strategy ?
3. Who are the strategists involved in strategic management ?
4. What are the features of mission statement ?
5. Explain interest group.
6. What is forward and backward integration ?

(4×4=16 Marks)



SECTION – III

Answer **any 4** questions. **Each** carries **6** marks.

1. What is turnaround strategy ? What are operating turn around ?
2. Distinguish programmed and contingency strategy.
3. Why should a firm opt for expansion strategy ?
4. What is strategic alliances ? State its importance.
5. What are the qualities of a global leader ?
6. What are the advantages of vertical integration ? **(4x6=24 Marks)**

SECTION – IV

Answer **any 3** questions. **Each** question carries **10** marks.

1. Explain different approaches of strategy formulation.
2. Explain strategic alternatives.
3. What are the different models of portfolio analysis ?
4. What do you mean by strategic evaluation and control ? Explain its types and process. **(3x10=30 Marks)**

SECTION – II