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D – 1323

Reg. No. : .....

Name : .....

**Eighth Semester B.B.A.LL.B. (Five Year Integrated) Degree  
Examination, October 2017**

**Paper – I : STRATEGIC MANAGEMENT**

Time : 3 Hours

Max. Marks : 80

**SECTION – I**

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

1. What is SBU ?
2. Define strategic management.
3. Who is CEO ?
4. Distinguish between mission and goal.
5. What is ETOP ?
6. What is environmental diagnosis ?
7. What is synergy ?
8. What is strategic control ?

**(5×2=10 Marks)**

**SECTION – II**

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

1. What is generic strategy ?
2. What is integration ?
3. What do you understand by value chain analysis ?
4. What is portfolio analysis ?
5. What is BCG Matrix ?
6. What are the techniques of strategic control ?

**(4×4=16 Marks)**

P.T.O.



## SECTION – III

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

1. What do you mean by strategic evaluation and control ? Explain its process.
2. What is GE Model ? What are the merits and demerits GE Model ?
3. What is merger ? What are the advantages and disadvantages of merger ?
4. Distinguish between core competence and competitive advantage.
5. What is retrenchment strategy ? State its scope.
6. Explain SWOT analysis and also explain the importance. **(4×6=24 Marks)**

## SECTION – IV

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

1. What are the barriers of strategic implementation ? Explain the role of 7-S model in strategic implementation.
2. What is strategic choice ? What are the factors influencing strategic choice ?
3. Explain the different internal and external growth development strategies.
4. What is general environment ? What are its components ? **(3×10=30 Marks)**