

Reg. No. :

Name :

**Eighth Semester BBA LLB (Five Year Integrated) Degree Examination,
September 2019**

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. Define strategic management.
2. What is intensive strategy?
3. What is competitor analysis?
4. What is tactics?
5. What is hyper competition?
6. What is a good strategy?
7. What is strategic change?
8. What is CSR?

(5 × 2 = 10 Marks)

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

1. What do you understand by strategic intent?
2. What are the characteristics of business environment?

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(5 × 2 = 10 Marks)

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

1. What do you understand by strategic intent?
2. What are the characteristics of business environment?

3. Explain the role and importance of SWOT analysis.
4. Explain the growth strategies of an organisation to increase profits.
5. Differentiate strategy and tactics
6. What are the steps to avoid failure of companies?

(4 × 4 = 16 Marks)

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

1. Explain need for environmental scanning
2. Explain the types of benchmarking.
3. Explain the components of strategic management.
4. Explain the factors influencing strategic choice
5. Explain the integration strategies.
6. Explain the objectives and feature of business policy.

(4 × 6 = 24 Marks)

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

1. Explain the characteristics of business environment.
2. Explain the approaches to strategy formulation
3. Explain the techniques for strategic control.
4. What is strategy? Explain the elements and requirements of a good strategy.

(3 × 10 = 30 Marks)