

Reg. No. :

Name :

**Eighth Semester B.B.A. LL.B. (FIVE YEAR INTEGRATED)
Degree Examination, November 2020**

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.

- (a) Define Business policy.
- (b) What is business strategy?
- (c) What is synergy?
- (d) What is competitive advantage?
- (e) What is remote environment?
- (f) What are spin-offs?
- (g) What is a mission statement?
- (h) What is a strategic alliance?

(5 × 2 = 10 Marks)

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

- (a) Explain benchmarking.
- (b) Explain the different levels of strategy.
- (c) What are the benefits of strategic management?

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- (a) Explain benchmarking.
- (b) Explain the different levels of strategy.
- (c) What are the benefits of strategic management?

- (d) Explain vision and mission statement.
- (e) Explain SBU.
- (f) What is divestiture?

(4 × 4 = 16 Marks)

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

- (a) Explain the elements of strategic management.
- (b) What are the benefits and pitfalls of SWOT analysis?
- (c) What is global strategy? Explain its merits and demerits.
- (d) Discuss the types of strategic control.
- (e) Explain the stages of globalisation.
- (f) Explain the different corporate level strategies.

(4 × 6 = 24 Marks)

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

- (a) Explain strategic management process.
- (b) Explain the components of macro environment.
- (c) Explain the different techniques of internal analysis.
- (d) Explain the steps in strategic control.

(3 × 10 = 30 Marks)