

**PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BBA DEGREE EXAMINATION DECEMBER 2017
(Sixth Semester)**

**Branch - BUSINESS ADMINISTRATION &
BUSINESS ADMINISTRATION (IS)**

CORE ELECTIVE - II STRATEGIC MANAGEMENT

Time : Three Hours

Maximum : 75 Marks

SECTION-A (20 Marks!)

Answer **ALL** questions

ALL questions carry **EQUAL** marks (10 x 2 = 20)

- 1 Define strategic management.
- 2 What is your vision as an individual?
- 3 What is market environment?
- 4 What is Internal environment?
- 5 Explain the term 'Corporate Restructuring'.
- 6 What is merger strategies?
- 7 Define strategic Implementation.
- 8 What are its structural implementation?
- 9 What is multinational strategy?
- 10 What is Blue Ocean Strategy?

SECTION - B (25 Marks)

Answer **ALL** Questions

ALL Questions Carry **EQUAL** Marks (5 x 5 = 25)

- 11 a Explain the need for strategic management.
OR
b Difference between strategic & Tactics.
- 12 a What are the factors affecting environmental appraisal?
OR
b How will you identify the environmental factors for analysis.
- 13 a Explain strategic choice and its process of strategic choice.
OR
b Explain strategic Alliance with illustration.
- 14 a Distinguish between strategic control and operational control.
OR
b What are the various process of evaluation?
- 15 a Explain Blue ocean strategic and its features of Blue Ocean strategic.
OR
b Explain the Global strategic management and its process of global strategic management.

SECTION - C (30 Marks)

Answer any **THREE** Questions

ALL Questions Carry **EQUAL** Marks (3 x 10 = 30)

- 16 Explain the various models of strategic management process.
- 17 Discuss the SWOT analysis and its illustration for strength and weakness.
- 18 Explain different method of Takeover.
- 19 What is J.S model and its various components?

70 What is international strategic? Explain the merits and demerits.