

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BBA DEGREE EXAMINATION MAY 2024
(Sixth Semester)

Common to Branches – **BUSINESS ADMINISTRATION/ BUSINESS
ADMINISTRATION(IS) / BUSINESS ADMINISTRATION(RM)**

STRATEGIC MANAGEMENT

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** marks

(5 x 1 = 5)

1. How the Strategic Management handles _____
a) External issues b) Administrative issues
c) Internal issues d) Management issues
2. How many cells are there in a SWOT matrix?
a) 6 b) 9 c) 5 d) 2
3. Strategic planning is a _____ process.
a) Short term b) One time c) Continuous d) Discrete
4. Strategic planning is the art of formulating business strategies, implementing them, and evaluating their impact based on _____
a) Organizational objectives b) Strategic Plan
c) Market environment d) Financial Outcomes
5. Execution Principle in Blue Ocean strategy focuses on
a) Overcoming key organizational hurdles b) Extending demand
c) Focusing on big picture d) Reconstructing market boundaries

SECTION - B (15 Marks)

Answer **ALL** Questions

ALL Questions Carry **EQUAL** Marks

(5 x 3 = 15)

6. a) Elaborate the different levels of strategy
(OR)
b) Bring out the difference between strategy and tactics.
7. a) Describe the various forces of economic environment
(OR)
b) What are the various techniques of scanning used by the organizations?
8. a) Explain the various phases of strategy formulation with an illustration
(OR)
b) Bring out the key components of corporate strategy.

Cont ...

9. a) What are implementation strategies?
(OR)
b) Discuss successful maintenance of strategic control.
10. a) What are the elements of strategic innovation?
(OR)
b) List out the features of red ocean strategy.

SECTION -C (30 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** Marks

(5 x 6 = 30)

11. a) Explain the need and challenges of strategic management.
(OR)
b) Discuss the important steps involved in strategic management process.
12. a) Discuss porter's five force model.
(OR)
b) Discuss the Mc.Kinseys 7s framework for organisational analysis with suitable example
13. a) Evaluate the importance and advantages of business level strategy
(OR)
b) Examine the different kinds of strategic alternatives in the strategic planning process
14. a) Explain the process of strategic implementation and evaluation.
(OR)
b) Discuss any four issues in strategy implementation.
15. a) Elaborate the process of global strategic management
(OR)
b) Differentiate between red ocean strategy and blue ocean strategy.

Z-Z-Z

END