

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BBA DEGREE EXAMINATION MAY 2025
(Sixth Semester)

Common to Branches – BUSINESS MANAGEMENT/ BUSINESS
MANAGEMENT (INFORMATION SYSTEM)/ BUSINESS MANAGEMENT
(RETAIL MARKETING)

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 What is the starting point of strategic intent?
(i) Goal (ii) Objective
(iii) Vision (iv) Mission
- 2 Which environment can create new markets and new business segments?
(i) Political environment (ii) Economic environment
(iii) Socio cultural environment (iv) Technological environment
- 3 Strategic planning is ----- in nature
(i) Analytical (ii) Theoretical
(iii) Descriptive (iv) Creative
- 4 ----- is a process through which a strategy is put in to action
(i) Strategic analysis (ii) Strategic implementation
(iii) Strategic turnaround (iv) SWOT Analysis
- 5 ----- is the foundation of the Blue Ocean Strategy
(i) Innovation (ii) Value creation
(iii) Value innovation (iv) Value-cost Trade -off

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 a) State the meaning of strategic business unit.
OR
b) Describe the term strategic leadership.
- 7 a) Narrate the term environmental scanning.
OR
b) Outline the meaning of portfolio analysis.
- 8 a) Bring out the 4 P's of strategic planning.
OR
b) State the benefit of emergent strategy.
- 9 a) Sketch meaning of functional implementation.
OR
b) Explain the 5 P's of Mintzberg's strategy
- 10 a) Outline the features of global strategic management.
OR
b) Summarize the stages of advanced strategic management.

Cont...

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a) Discuss the benefits of strategic management.
OR
b) Enumerate the various steps in strategic management process.
- 12 a) Elucidate the SWOT analysis in strategic management.
OR
b) Highlight the various states in product life cycle.
- 13 a) Discuss the various types of strategy management.
OR
b) Examine the four pillars of corporate strategy.
- 14 a) Highlight the objectives of strategic information system.
OR
b) Analyze the barriers of strategic evaluation.
- 15 a) Discuss the benefits of red ocean strategy.
OR
b) Elucidate the benefits of global strategy.

Z-Z-Z

END