

Exam Date & Time: 30-Sep-2020 (10:00 AM - 01:45 PM)



PSG COLLEGE OF ARTS AND SCIENCE

Note: Writing 3hrs: Checking & Inserting Image : 30mins + Grace Time : 15mins

BBA DEGREE EXAMINATION MAY 2020
(Sixth Semester)

**Common to Branches - BUSINESS ADMINISTRATION /
BUSINESS ADMINISTRATION (INFORMATION SYSTEM) /
BUSINESS ADMINISTRATION (RETAIL MANAGEMENT)**
CORE ELECTIVE-II - STRATEGIC MANAGEMENT [14MSU29]

Marks: 75

Duration: 225 mins.

SECTION A

Answer all the questions.

- 1) What are the various strategic levels in an organization? (2)
- 2) Define tactics. (2)
- 3) What is meant by environmental scanning? (2)
- 4) Define strategic analysis. (2)
- 5) Define corporate strategy. (2)
- 6) What is meant by strategic Alliance? (2)
- 7) What is meant by strategic audit? (2)
- 8) What is strategic control? (2)
- 9) What do you mean by global strategy? (2)
- 10) Define strategic alliance. (2)

SECTION B

Answer all the questions.

- 11) What are the guidelines in the formulation of mission statement? (5)
 - a)
- [OR] Differentiate between vision and mission. (5)
 - b)

- 12) What are the different strategic responses to the responses to the environment? (5)
- a)
[OR] Explain Michael Porter's five force model of competition analysis. (5)
b)
- 13) Explain the characteristics of corporate level strategy. (5)
- a)
[OR] What are the importance of mergers? (5)
b)
- 14) Briefly explain about personal values and business ethics of behavioral strategic implantation. (5)
- a)
[OR] Explain in detail any five importance of strategic information system. (5)
b)
- 15) State the merits of multinational strategy. (5)
- a)
[OR] Describe the features of blue ocean strategy. (5)
b)

SECTION C

Answer 3 out of 5 questions.

- 16) Define strategic management. Explain the benefits and challenges of strategic management. (10)
- 17) What is environmental scanning? Explain the techniques of environmental scanning. (10)
- 18) What is portfolio analysis? Explain the factors influencing portfolio analysis. (10)
- 19) Explain the 7S's frame work model. (10)
- 20) Elaborate global strategic management process. (10)

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