

**PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)**

**BBA DEGREE EXAMINATION DECEMBER 2017**

(Sixth Semester)

Branch - **BUSINESS MANAGEMENT/BUSINESS MANAGEMENT (RM)**

**BUSINESS POLICY & 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 Strategy.
- 2 What is the need for Strategic Management?
- 3 What is Vision and Mission Statement of an Organisation?
- 4 What is Environmental Scanning important in strategic management?
- 5 What is meant by the term 'Core Competency'?
- 6 What do you mean by 'Divestment'?
- 7 What is the use of Turnaround Strategy?
- 8 What are functional strategies?
- 9 What is the relationship between strategy formulation and strategy implementation?
- 10 What is strategic evaluation and control process?

**SECTION - B (25 Marks)**

Answer **ALL** Questions

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

- 11 a What are the different levels of strategy in organizations?  
OR  
b Briefly write the characteristic features of strategic management process.
- 12 a What is environmental scanning? List out the techniques involved in environmental scanning.  
OR  
b What do you mean by Macro environmental and Microenvironment in strategic management?
- 13 a What is meant by strategy formulation? Explain the steps involved in strategy formulation?  
OR  
b Write a brief note on BCG Matrix.
- 14 a What is the use of Modernization and diversification strategies in organisations?  
OR  
b What are generic Competitive Strategies?
- 15 a Highlight the important issues to be taken care in strategy implementation  
OR  
b What are the benefits of strategic evaluation and control process?

**SECTION - C (30 Marks)**

Answer any **THREE** Questions

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

- 16 Elaborate the steps in Strategic Management Process.
- 17 Discuss the elements involved in Environmental Scanning.
- 18 Explain Mergers, Acquisitions and Joint Ventures with its advantages and disadvantages.
- 19 Discuss the strategies formulated in Marketing Department.