

(6 pages)

Reg. No. :

Code No. : 30695 E Sub. Code : CMBA 62

B.B.A. (CBCS) DEGREE EXAMINATION,
APRIL 2024

Sixth Semester

Business Administration — Core

STRATEGIC MANAGEMENT

(For those who joined in July 2021-2022)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. The intelligent allocation of resources through a unique system of activities to achieve a goal is known as _____.
(a) Tactics
(b) Strategy
(c) Target
(d) Actions

2. _____ level strategies deal with an overarching plan of action covering the various functions performed by different SBUs.
(a) Societal (b) Operational
(c) Functional (d) Corporate
3. A _____ reflects the organizations past and present by stating why the organization exists and what role it plays in society.
(a) Objective
(b) Vision
(c) Mission
(d) Business definition
4. Which one of the following approach is advisable for environmental scanning?
(a) Ad-hoc approach
(b) Formal approach
(c) Informal approach
(d) Verbal approach
5. If the industry growth rate is low and relative market share is low, then in BCG matrix it is denoted by _____.
(a) Question Marks (b) Cash Cows
(c) Dogs (d) Stars



6. Which one of the following is not a grand strategy?

- (a) Growth strategy
- (b) Parenting strategy
- (c) Stability strategy
- (d) Retrenchment strategy

7. Which one of the following can be used as a budgeting technique for resource allocation?

- (a) BCG Matrix (b) DPM Matrix
- (c) TOWS Matrix (d) GE Matrix

8. Firms which are in embryonic stage prefers _____ strategy.

- (a) Merger (b) Take-over
- (c) Integration (d) Joint-venture

9. _____ can be exercised through formulation of contingency strategies and a crisis management team.

- (a) Strategic advantage
- (b) Strategic evaluation
- (c) Strategic control
- (d) Strategic process

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10. The basic purpose of strategy evaluation is to _____.

- (a) Increase the budget annually
- (b) Make budget changes
- (c) Evaluate employees performance
- (d) Alert management to potential problems

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) What is the need of strategy in business organization?

Or

(b) Explain the different levels of strategy.

12. (a) How do you distinguish between goals and objectives?

Or

(b) What are the contents of a mission statement? Explain.

13. (a) Explain the relevance of cash cows in BCG matrix.

Or

(b) Explain the reasons to adopt retrenchment strategies.

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14. (a) Discuss the role of top management in strategic implementation.

Or

- (b) Explain the different methods used to develop competitive advantage.
15. (a) What are the pre-requisites for an effective Strategic Evaluation?

Or

- (b) What are the different types of strategic control?

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (a) Explain the significance of strategic management.

Or

- (b) Describe the characteristics of strategic management.

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17. (a) Discuss the areas at which objectives can be set.

Or

- (b) Discuss the various approaches to environmental scanning.
18. (a) Explain the GE nine cell matrix.

Or

- (b) Describe the different kinds of stability strategies.
19. (a) Explain the process of strategic implementation.

Or

- (b) Discuss the various approaches to strategic implementation.
20. (a) What are the factors that affect strategic evaluation? Explain.

Or

- (b) Explain the evaluation techniques used for operational control.

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