

(6 pages)

Reg. No. : .....

**Code No.: 30436 E**

**Sub. Code: AMBA 61**

B.B.A.(CBCS) DEGREE EXAMINATION,  
APRIL 2023

Sixth Semester

Business Administration – Core

**STRATEGIC MANAGEMENT**

(For those who joined in July 2020 only)

Time : Three hours

Maximum : 75 marks

**PART A — (10 × 1 = 10 marks)**

Answer ALL the questions

Choose the correct answer :

1. The strategy which has an overarching plan of action covering the various functions performed by different SBUs is known as \_\_\_\_\_ strategy.

(a) societal level  
(b) corporate level  
(c) functional level  
(d) operational level

2. The plan of actions that fit together to reach a clear destination refers to \_\_\_\_\_

(a) vision  
(b) Mission  
(c) Strategy  
(d) Business Definition

3. \_\_\_\_\_ are short-term mile stones or benchmarks that organizations must achieve in order to reach long-term objectives.

(a) Mission (b) Vision  
(c) Plans (d) Goals

4. Value chain analysis is divided into two main headings; they are primary activities and \_\_\_\_\_ activities.

(a) support (b) peripheral  
(c) secondary (d) outsourced

5. The BCG matrix is based on \_\_\_\_\_ and \_\_\_\_\_

(a) Industry attractiveness and Business strength  
(b) Industry growth rate and Business strength  
(c) Industry attractiveness and Relative market share  
(d) Industry growth rate and Relative market share

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6. Corporate level strategy deals with \_\_\_\_\_.

- (a) objectives of specific functions
- (b) objective of SBU
- (c) objectives of corporate
- (d) objectives of specific operations

7. Strategy implementation focuses on \_\_\_\_\_.

- (a) Efficiency
- (b) Crafting of strategies
- (c) Co-ordination
- (d) Supporting factors

8. Which of the following 'S' is not related to McKinsey 7-S framework?

- (a) System                      (b) Safety
- (c) Structure                  (d) Strategy

9. Strategic evaluation and control provides \_\_\_\_\_.

- (a) Valuable feedback      (b) Information
- (c) Experience                (d) All of the above

10. Which of the following is not a participant in strategic evaluation?

- (a) Supplier                    (b) CEO
- (c) SBU Head                 (d) Audit Committee

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**PART B — (5 × 5 = 25 marks)**

Answer ALL questions, choosing either (a) or (b).  
Each answer should not exceed 250 words.

11. (a) Distinguish between strategy and tactics.

Or

(b) What are the features of strategy?

12. (a) Why do we need a mission statement?

Or

(b) Explain the features of a goal.

13. (a) Discuss the disadvantages of BCG matrix.

Or

(b) Discuss the various types of expansion strategies.

14. (a) Discuss the various approaches to resource allocation.

Or

(b) Write the significance of strategic positioning.

15. (a) State the qualitative factors to be considered in strategic evaluation.

Or

(b) Explain the types of strategic control.

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PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b)  
Each answer should not exceed 600 words.

16. (a) Discuss the various levels of strategy.

Or

- (b) Explain the benefits of strategic management.

17. (a) How do you classify objectives?

Or

- (b) Describe the role of value chain analysis in strategic management.

18. (a) Explain the different kinds of stability strategies.

Or

- (b) Why do we adopt combination strategies? Explain.

19. (a) Enumerate the various approaches to strategic implementation.

Or

- (b) Briefly explain McKinsey's 7's framework.

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20. (a) What are the requirements for effective strategic evaluation?

Or

- (b) Describe the steps involved in strategic control process.
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