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GS-529

VI Semester B.B.A. Examination, May/June - 2019
(CBCS F+R) (2016-17 & onwards)

BUSINESS ADMINISTRATION

Strategic Management

Time : 3 Hours

Max. Marks : 70

Instruction : Answer in English only.

SECTION - A

5x2=10

1. Answer **any five** sub-questions. Each sub-question carries **two** marks.

- (a) What is a strategy ?
- (b) What is environment diagnosis ?
- (c) What is value chain analysis ?
- (d) Give the meaning of value chain strategy.
- (e) What is the meaning of corporate culture ?
- (f) What is Recession ?
- (g) Give the meaning of strategy evaluation.

SECTION - B

3x6=18

Answer **any three** questions. Each question carries **six** marks.

2. What are the limitations of strategic management ?
3. Write a note on PEST analysis.
4. What are the variants of stability strategy ?
5. What is organisational change ? What are the forms of organisational change ?
6. Differentiate between strategic and operational control.

P.T.O.

**SECTION - C**

Answer **any three** questions. Each question carries **fourteen** marks. **3x14=42**

7. Explain the Role and Process of Strategic Management.
8. Write a note on :
 - (a) Core Competency
 - (b) Value Chain Analysis
9. How do you plan a strategy ? Explain the process of strategic planning.
10. Explain the various functional and operational policies of Strategic Management.
11. Explain in detail the features of an effective evaluation and control system of Management.

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SECTION - B

3x6=18

Answer any three questions. Each question carries six marks.

1. What are the limitations of strategic management ?
2. Write a note on PEST analysis.
3. What are the variants of stability strategy ?
4. What is organisational change ? What are the forms of organisational change ?
5. Differentiate between strategic and operational control.