

V Semester B.B.M. Examination, November/December 2008
(New Semester Scheme)

Management

STRATEGIC MANAGEMENT (Paper – 5.2)

Time: 3 Hours

Max. Marks: 90

Instruction : Answer in English only.

SECTION – A

Answer **any ten** sub-questions. **Each** question carries **2** marks.

(10×2=20)

1. a) What do you mean by business policy ?
- b) What is strategy ?
- c) What is mission ?
- d) What is resource audit ?
- e) What is economic environment ?
- f) What is corporate strategy ?
- g) What is organisation culture ?
- h) What is KRA ?
- i) Give the meaning of bench-marking.
- j) Mention any two social responsibilities towards owners.
- k) What is social process audit ?
- l) List out any four techniques of ETOP.

SECTION – B

Answer **any five** questions. **Each** question carries **5** marks.

(5×5=25)

2. Mention the objectives of business policy.
3. State the benefits of strategic management.
4. Name the components of external environment and explain any two of them.
5. Briefly explain the benefits of mergers.



6. What is 7-S model ? Briefly explain.
7. What is the importance of strategic evaluation ?
8. What are the characteristics of social responsibility ?
9. What are the approaches to social audit ?

SECTION – C

Answer **any three** questions. **Each** question carries **15** marks.

(3×15)

10. Explain the various classifications of business policy.
 11. What is Joint Venture ? Discuss the benefits and limitations JVs.
 12. Explain the various steps involved in strategy implementation.
 13. Explain the various evaluation techniques of operational control.
 14. Define social responsibility. Discuss its significance for business as well as economic growth of a country.
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