



MS – 510

**VI Semester B.B.M. Examination, May 2016
(Semester Scheme) (Freshers + Repeaters)
(2014-15 & Onwards)**

**BUSINESS MANAGEMENT
Paper – 6.4 : Strategic Management**

Time : 3 Hours

Max. Marks : 100

Instruction : Answers should be written in **English** only.

SECTION – A

Answer **any 8** of the following. **Each** sub-question carries **2** marks.

(8×2 = 16)

1. a) What is a strategy ?
- b) Mention any two limitations of strategic management.
- c) What is Environmental Appraisal ?
- d) What is internal environment ?
- e) What is meant by strategic plan ?
- f) What do you mean by Merger ?
- g) Give the meaning of corporate culture.
- h) What do you mean by matrix structure ?
- i) Give the meaning of operational control.
- j) What do you understand by strategic audit ?

SECTION – B

Answer **any 3** of the following. **Each** question carries **8** marks.

(3×8 = 24)

2. Explain the steps involved in strategy implementation.
3. Explain the process of environmental analysis.
4. Discuss the importance of strategic management.
5. Write a note on key result areas.

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SECTION – C

Answer question **10** and **any three** of the remaining. **Each** question carries **15** marks.

(4×15 = 60)

6. Explain the steps involved in strategic planning process.
 7. Explain how an organisation can achieve competitive advantage.
 8. Discuss the various evaluation techniques of operational control.
 9. Explain the concept of SWOT analysis of a business.
 10. Examine the role of strategists in strategic management.
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