



Nagarjuna Degree College
38/36, Ramagondanahalli,
Yelahanka Hobli.

14630

Bengaluru - 560 064. Reg. No.

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VI Semester B.B.A. Degree Examination, September/October - 2022

BUSINESS ADMINISTRATION

Strategic Management

(CBCS Scheme 2018 (R))

Paper : 6.4

Time : 3 Hours

Maximum Marks : 70

Instructions to Candidates:

Answers should be written in english only.

SECTION-A

Answer any **Five** questions, each carries **Two** marks. (5×2=10)

1. a. What is strategic management? (2)
- b. What is corporate culture? (2)
- c. What is merger strategy? (2)
- d. What is environmental appraisal? (2)
- e. What do you understand by ethics in business? (2)
- f. Differentiate between vision and mission. (2)
- g. What is value chain analysis? (2)

SECTION - B

Answer any **Three** questions. Each carries **Six** marks. (3×6=18)

2. What is organizational change? What are the forms of organizational change? (6)
3. Discuss the functions of strategic management. (6)
4. Explain the need for environment scanning. (6)
5. Discuss the need for focus on key result Areas (KRA's). (6)
6. Differentiate between strategic and operational control. (6)

[P.T.O.]



SECTION - C

Answer any **Three** questions, each carries **Fourteen** marks.

(3×14=42)

7. Explain the various functional and operational policies of strategic management. (14)
 8. Explain the different types of strategic plans. (14)
 9. Explain SWOT analysis of a business. (14)
 10. Explain in detail the features of an effective evaluation and control system of management. (14)
 11. What is corporate restructuring? Discuss the types of corporate restructuring. (14)
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