



Nagarjuna Degree College  
38/36, Ramagondanahalli,  
Yelahanka Hobli,  
Bengaluru - 560 064.

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Reg. No.

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

**BUSINESS ADMINISTRATION**

**Strategic Management**

**(CBCS Scheme)**

**Paper : 6.4**

**Time : 3 Hours**

**Maximum Marks : 70**

**Instructions to Candidates:**

Answers in English only.

**SECTION - A**

**I. Answer any five questions. Each question carries two marks. (5×2=10)**

1. a. Define strategy.
- b. Give the meaning of environmental scanning.
- c. What is corporate social responsibility?
- d. What is vision?
- e. What is policy?
- f. What is project manipulation?
- g. What is merger?

**SECTION - B**

**II. Answer any Three questions. Each question carries five marks. (3×5=15)**

2. State the benefits of strategic management.
3. Explain the strategic planning process.
4. Explain the importance of SWOT (SWOC) analysis.
5. Explain the social responsibility of business towards workers.

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**SECTION - C**

**III. Answer any Three questions, each question carries fifteen marks. (3×15=45)**

6. Explain in detail the strategic management process.
  7. Explain the different types of strategic plans.
  8. What is strategy implementation? Explain the various aspects of strategy implementation.
  9. Write a short note on :
    - a. Social audit.
    - b. Strategic decision making.
    - c. Corporate culture.
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