

E 6267



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Reg. No.....

Name.....

B.B.M. DEGREE (C.B.C.S.S.) EXAMINATION, SEPTEMBER 2024

Sixth Semester

Choice Based Core Course—STRATEGIC MANAGEMENT

[Prior to 2013 Admissions]

Time : Three Hours

Maximum Weight : 25

Section A (Objective Type Questions)

Answer all questions.

A bunch of four questions carries a weight of 1.

- I 1 A _____ approach to strategic management focuses on how strategies should be put into practice.
- 2 _____ is concerned with course of action chosen for the fulfillment of the set of objectives
- 3 Tactics is determined on a _____ basis by various organizations.
- 4 _____ refers to a process of collecting, scrutinizing and providing information for strategic purposes.
- II. 5 Strategy _____ includes designing the organization's structure, distributing resources, developing decision making process, and managing human resources.
- 6 Key stakeholders involved in strategic planning are those having a vested interest in the success of the _____.
- 7 _____ represents a clear vision of what the organization seeks to become and the market leadership position it aims to secure.
- 8 _____ are statements of what needs to be accomplished to implement the strategy
- III. 9 The strategic _____ allows an organization to examine its resources, provides a financial plan and establishes the most appropriate action plan for increasing profits.
- 10 Corporate governance essentially involves balancing the interests of a company's _____.

Turn over





E 6267

- 11 Careful scanning of the _____ helps in tapping the useful resources required for the business
- 12 A SWOT analysis is a framework used in a business's _____ to evaluate its competitive positioning in the marketplace
- IV 13 _____ is a framework used to evaluate a company's competitive position and to develop strategic planning.
- 14 If an organization changes its strategy, it must change its _____ to support the new strategy.
- 15 Strategic _____ take into account the changing assumptions that determine a strategy, continually evaluate the strategy as it is being implemented, and take the necessary steps to adjust the strategy to the new requirements.
- 16 The responsibility for premise control is generally assigned to the _____ department that identifies the key assumptions and keep a regular check on their validity

(4 × 1 = 4)

Section B (Short Answer Questions)

*Answer any **five** questions.*

Each question carries 1 weight.

- 17 What is strategic surveillance ?
- 18 How is a strategic issue identified ?
- 19 What is organizational adaptation ?
- 20 What are the strategic issues in non-profit organisations ?
- 21 What is the approach of entrepreneurial school of strategy formulation ?
- 22 What do you mean by business environment ?
- 23 How corporate governance safeguards shareholders' interests ?
- 24 What is GAP analysis ?

(5 × 1 = 5)





E 6267

Section C (Short Essays/Problems)

*Answer any **four** questions
Each question carries 2 weight.*

- 25 What is the importance of internal scanning ?
- 26 Describe the strategic issues in family businesses.
- 27 Explain the obstacles in strategic evaluation and control.
- 28 Discuss the importance of strategic intent.
- 29 Explain the need of mission in organization ?.
- 30 Explain the factors affecting strategic choice

(4 × 2 = 8)

Section D (Essay Questions)

*Answer any **two** questions.
Each question carries 4 weight.*

- 31 Explain the process of strategic formation.
- 32 Discuss the issues in organizational adaptation.
- 33 Describe the types of strategic control.

(2 × 4 = 8)

