



SE – 286

VI Semester B.B.A. Degree Examination, September 2020
(F+R) (CBCS) (2016 - 17 and Onwards)
BUSINESS ADMINISTRATION
Paper – 6.4 : Strategic Management

Time : 3 Hours

Max. Marks : 70

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

SECTION – A

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

1. a) What do you mean by concentric diversification ?
- b) What is Bench marking ?
- c) What is social process audit ?
- d) Give the meaning of environmental scanning.
- e) What do you understand by economies of scale ?
- f) What is Stability strategy ?
- g) What is a Rule ?

SECTION – B

Answer **any three** questions. **Each** question carries **six** marks. **(3×6=18)**

2. Briefly explain the levels of Business strategy with a chart.
3. State the social responsibilities of business towards consumers.
4. Explain the need for Environmental scanning.
5. Demystify Decentralization.
6. Enumerate Mc Kinsey's 7s.

P.T.O.



SECTION – C

Answer **any three** questions. **Each** question carries **fourteen** marks. **(3×14=42)**

7. Discuss in detail the Five forces model.
 8. Explain Strategic planning process.
 9. Write in detail the sub-systems of an organisational system.
 10. What is corporate restructuring ? Discuss the types of corporate restructuring.
 11. In detail, explain evaluation and control process.
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