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VI Semester B.B.A. Degree Examination, August/September - 2023

BUSINESS ADMINISTRATION**Strategic Management**

(CBCS Scheme 2019 Batch Freshers and Repeaters)

**Time : 3 Hours****Maximum Marks : 70****Instructions to Candidates :**

Answers to be written in English only.

SECTION - AAnswer any **Five** questions. Each question carries **Two** marks.**(5×2=10)**

1. a) What is strategy?
- b) Mention different levels of strategy.
- c) Give the meaning of mission statement.
- d) Expand ETOP, PEST.
- e) What is social process audit?
- f) What do you understand by the term procedure?
- g) Give the meaning of environmental scanning.

SECTION - BAnswer any **Three** questions. Each question carries **Five** marks.**(3×5=15)**

2. Briefly explain the merger strategies.
3. Explain SWOT analysis.
4. Differentiate between strategic planning and operational planning.
5. State the social responsibilities of business towards workers.



SECTION - C

Answer any **Three** questions. Each question carries **Fifteen** marks. (3×15=45)

6. What is strategy implementation? Explain the aspects of strategy implementation.
 7. Explain the importance of strategy evaluation and control process.
 8. Explain the components of environment of an organisation.
 9. Write a short notes on:
 - a) Corporate politics.
 - b) Corporate culture.
 - c) Key result area.
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