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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.

[P.T.O.]



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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