

VI Semester B.B.M. Examination, May/June 2014
(Fresh) (2013-14 Only)
BUSINESS MANAGEMENT
Strategic Management

Time : 3 Hours

Max. Marks : 100

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

SECTION – A

Answer **any eight** sub-questions. **Each** sub-question carries **two** marks. **(8×2=16)**

1. a) Define strategic management.
- b) Mention any two objectives of Business Policy.
- c) What is ETOP ?
- d) What is social audit ?
- e) What is a strategic plan ?
- f) What is corporate politics ?
- g) What is strategic control ?
- h) What is a retrenchment strategy ?
- i) What do you mean by “leadership style” ?
- j) What is strategic evaluation ?

SECTION – B

Answer **any three** questions. **Each** question carries **eight** marks. **(3×8=24)**

2. Briefly explain the nature and importance of strategic evaluation.
3. Differentiate between a vision and mission statement.
4. Explain the impact of international environment on domestic business.
5. Explain the advantages and disadvantages of matrix structure.
6. “Business policies are the very base of management process”. Explain.

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SECTION – C

Answer **any four** questions. **Each** question carries **fifteen** marks. **(4×15=60)**

7. Explain the process of strategic management.
 8. Explain retrenchment strategy and its types.
 9. Explain the issues associated with strategy implementation in an organisation.
 10. Explain the environmental factors influencing a company in formulating strategies.
 11. Define social responsibility. Discuss its significance for business and economic growth of a country.
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