

V Semester B.B.M. Examination, November/December 2009

5.2 : STRATEGIC MANAGEMENT

Time : 3 Hours

Max. Marks : 90

SECTION – A

Answer any 10 of the following. Each question carries 2 marks.

(2×10=20)

1. a) Define Business Policy.
- b) What is Strategic Management Process ?
- c) What are Exit Barriers ?
- d) What is ETOP ?
- e) What is Strategic Alliance ?
- f) What is Strategy Implementation ?
- g) What is Corporate Structure ?
- h) What is organizational change ?
- i) What is a strategy review ?
- j) What is a strategic choice ?
- k) What is social audit ?
- l) What is ZBB ?



SECTION – B

Answer **any 5** of the following. **Each** question carries **5** marks.

(5×5)

2. Business policies are the very base of the management process. Explain.
3. Discuss the approaches to strategic decision making.
4. Distinguish between strategic and operational decisions.
5. Explain the Porter model of competitive force.
6. What is SWOT analysis ? Explain its importance.
7. What is Growth Strategy ? What are its features ?
8. Explain the types of strategic control.
9. What is market segmentation ? What are the segmentation strategies ?

SECTION – C

Answer **any 3** of the following. **Each** question carries **15** marks.

(3×15=)

10. What is strategic management process model ? Draw a model of strategic management process.
  11. What is General Environment ? What are its components ?
  12. What is Structure ? Discuss structure for strategies.
  13. What is Organizational politics ? How people gain it ?
  14. What is Operational control ? Explain its techniques.
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