

D6BBH2004

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Reg. No.....

Name: .....

**SIXTH SEMESTER UG DEGREE EXAMINATION, APRIL 2023****BBA HONOURS****GBAH6B24T: STRATEGIC MANAGEMENT****Time: 3 Hours****Maximum Marks: 80****PART A: Answer all the questions. Each carries 1 mark.****Choose the correct answer.**

1. \_\_\_\_\_ involves evaluating and correcting activities to keep the organization on course  
A) Mission      B) Objectives      C) Controlling      D) Competitive advantage
2. \_\_\_\_\_ is the statement of an organization's fundamental purpose  
A) Vision      B) Mission      C) Objectives      D) Plan
3. Stability strategy is \_\_\_\_\_ strategy  
A) Corporate level      B) Functional level      C) Operational level      D) Strategic level
4. What are the means by which long term objectives will be achieved?  
A) Strategy      B) Policies      C) Strength      D) Weakness
5. What does question mark symbolize in BCG matrix?  
A) Remain diversified      B) Invest      C) Stable      D) Liquidate

**Fill in the Blanks.**

6. Expansion strategy is a \_\_\_\_\_ strategy
7. BCG in BCG matrix stands for \_\_\_\_\_
8. \_\_\_\_\_ environment can create new markets and new business segments.
9. The acquisition of a business that operates in the same industry is known as \_\_\_\_\_
10. Marketing strategy is a \_\_\_\_\_ type of strategy

**(10 × 1 = 10 Marks)****PART B: Answer any eight questions. Each carries 2 marks.**

11. What is corporate restructuring?
12. Define corporate governance.
13. What is SBU?
14. Define strategy.
15. Give an account on corporate culture.
16. What is environmental scanning?
17. Comment on stability strategy.
18. Explain the term core competency.
19. What is Balanced Score Card (BSC)?
20. What are some of the characteristics of effective strategy control?

**(8 × 2 = 16 Marks)****(PTO)**

**PART C: Answer any six questions. Each carries 4 marks.**

21. Critically analyse the concept of BCG matrix.
22. What are the various levels of strategies?
23. Explain in detail about Michael porter's generic strategies.
24. Explain the process of strategic choice.
25. Do you feel that SWOT analysis plays an important role in making key strategic decisions in a firm? Substantiate your answer.
26. What are the basic elements of strategic management process?
27. Explain entering strategies.
28. What are the reasons of strategic alliances?

**(6 × 4=24 Marks)**

**PART D: Answer any two questions. Each carries 15 marks.**

29. What do you mean by strategic control? Explain its process and techniques
30. What is strategic Implementation? What factors support strategic Implementation?
31. CASE STUDY

Twinkle fertilizers established a factory in Tamilnadu near Chennai after obtaining an industrial license from the Central Government. It entered into collaboration with a UK firm known for quality and social concern. The market of the company comprised Karnataka, Andhra Pradesh and Kerala. It was assured of feed stocks by government corporations and ministries. A well-known Japanese contracting company built the plant. The project cost was Rs. 90 crores. After one year of its operations, the villagers nearly complained that ammonia effluents were polluting their wells and paddy fields.

The company said that the complaints were exaggerated and when verified it was found that the effluents did not contain any unhealthy trends. The surrounding villagers, backed by major political parties intensified agitation. The state government, to pacify the political parties, asked the company to set up an ammonia stripping plant or make alternative arrangements for disposal of ammonia. The CEO of the company approached the central government and sought its intervention stating that his company is victimised by politics. The Central government has sent a directive advising state government to go cautiously on the issue and avoid closure of the company as it would be a serious loss to the economy. It suggested that the company be given more time to control the pollution, if any. The Company announced that it would set up a Rs. 30 Lakh new treatment plant when it closed for maintenance work. Industry lobby has suggested, confidentially to the CEO, he should please politicians by paying bribe of Rs. 10 Lakhs. A consultancy group suggested that the company should undertake some steps to satisfy villagers like employment to locals and setting up school and hospital and a stadium for sports.

Questions:

- (i) Examine the corporate social responsibility of CEO in this context.
- (ii) If you were CEO, what would you do?

**(2 × 15 = 30 Marks)**