D6BBH2302 (PAGES 2) **Reg. No..............................**

Name: ....

SIXTH SEMESTER UG DEGREE EXAMINATION, APRIL 2026

(Regular/Improvement/Supplementary)

BBA HONOURS

GBAH6B24T: STRATEGIC MANAGEMENT

Time: 3 Hours **Maximum Marks: 80**

Part A: Answer *all* the questions. Each carries *one* mark.

Choose the correct answer.

1. What do cash cow symbolize in BCG matrix?

   A) Remain diversified B) Invest C) Stable D) Liquidate

2. Buying one company by other company means ______.

   A) Joint Venture B) Acquisition C) Merger D) Amalgamation

3. The word tactics is most likely to be associated with _________.

   A) Operational Strategy C) Corporate Strategy

   B) Business Strategy D) Functional Strategy

4. What is the starting point of strategic intent?

   A) Mission B) Vision C) Goals D) Objectives

5. Stability strategy is _________ strategy.

   A) Corporate level B) Functional level C) Operational level D) Strategic level

Fill in the Blanks.

6. SWOT stands for ________.
7. Low cost, differentiation and focus are examples of ________ strategy.
8. In BCG matrix, ______ is the term for high market share in low growth market.
9. A ______ involves one company gaining control of another company by buying a majority stake.
10. ____ strategy is a company's plan to compete in a specific market.

(10 × 1 = 10 Marks)

(PTO)

Part B. Answer any *eight* questions. Each carries *two* marks.

11. Define strategic management?
12. What is corporate ethics?
13. Define strategic control.
14. Explain the term core competency
15. Define strategy formulation
16. What is social audit?
17. Write a note on Balanced Score Card.
18. What is synergy?
19. Comment on strategic choice.
20. What is SBU?

(8 × 2 = 16 Marks)

Part C. Answer any *six* questions. Each carries *four* marks.

21. What are the barriers in strategic evaluation and control?
22. What is corporate restructuring? Explain the process.
23. Write a detailed note on environmental scanning.
24. Describe strategy implementation with the steps.
25. Explain the features of an effective control system.
26. Discuss the PESTEL tool of industry analysis.
27. Explain in detail about Michael porter's generic strategies.
28. Critically analyse the concept of BCG matrix.

(6 × 4 = 24 Marks)

Part D. Answer any *two* questions. Each carries *fifteen* marks.

29. Discuss the various types of environments that effect the strategy formulation of a business.
30. What is meant by strategy evaluation? Explain the techniques of strategy evaluation.
31. What is merger? Why do companies opt for merger? Discuss its benefits and challenges.

(2 × 15 = 30 Marks)