



Reg. No. :

Name :

Sixth Semester B.B.A. Degree Examination, April 2019
Career Related FDP under CBCSS
BM 1643 : STRATEGIC MANAGEMENT
(2014 Admn. Onwards)

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer all questions in one or two sentences. Each question carries 1 mark. (1×10=10 Marks)

1. Define strategic management.
2. Explain tactical planning.
3. What is a vision statement ?
4. Explain the term contingency strategies.
5. What is meant by objectives ?
6. What is a Strategic Business Area ?
7. Define Benchmarking.
8. Explain strategic choice.
9. What is synergy ?
10. Define organisational appraisal.

SECTION – B

Answer any 8 questions in one paragraph. Each question carries 2 marks. (2×8=16 Marks)

11. Explain the steps in strategic control.
12. What are the characteristics of a mission statement ?
13. Briefly explain the benefits of strategic control.
14. Describe the importance of strategy formulation.

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