

S.NO. 291

BATCH: 2015, 2016

Reg. No.

END OF SEMESTER EXAMINATIONS, APRIL / MAY-2018
STRATEGIC MANAGEMENT
SUBJECT CODE: 15UAPA07

MAJOR: B.Com (PA)
TIME : 3 HOURS

11

SEMESTER : III
MAX. MARKS: 75

SECTION - A (10 X 1 = 10)

Answer All the Questions:

1. What is strategic management?
2. Mention the year of strategy paradigm.
3. Expand SWOT?
4. List of any two objectives of organisation.
5. What is micro Environment?
6. List any two internal Factors of environment.
7. What is location strategy?
8. List any two location strategy.
9. How many phase of strategy implementation?
10. What is Functional strategy?

SECTION - B (5 X 4 = 20)

Answer Any FIVE Questions:

11. What are the characteristics of different level of strategy?
12. Enumerate strategic management process.
13. What are the Factors influencing business?
14. Explain environmental change.
15. What is BCG matric?
16. What are the product based structure?
17. Explain emerging trend of CEO.
18. What is crecive Approach?

SECTION - C (3 X 15 = 45)

Answer Any THREE Questions:

19. Explain in detailed about approaches to strategy making.
20. Explain SWOT Analysis.
21. Enumerate Business Strategy.
22. Discuss McKinsey 7-s Framework.
23. Explain the Annual Functional objectives.
