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**B.C.A. (Part - III) (Revised) (Semester - VI) Examination,
April - 2016**

STRATEGIC MANAGEMENT (Paper - 601)

Sub. Code : 66422

Day and Date : Monday, 11 - 04 - 2016

Total Marks : 80

Time : 3.00 p.m. to 6.00 p.m.

- Instructions :** 1) Answer any five questions of the following.
2) All questions carry equal marks.

- Q1)** a) What do you understand by strategic management? Explain the steps involved in strategic management process. [8]
b) Explain strategic management in different context (any four). [8]
- Q2)** a) Define Organisational goals & objectives. Explain its characteristics. [8]
b) What is 'SWOT Analysis'? Explain its importance in strategy choice. [8]
- Q3)** a) Describe the types of retrenchment strategies. [8]
b) Explain these types of business strategies. [8]
i) Cost leadership
ii) Differentiation.
- * * *
- Q4)** a) What do you mean by strategy implementation? Discuss the interrelationship of strategy formulation and implementation. [8]
b) Discuss the functional strategies in strategy implementation. [8]

- Q5)** a) What is strategic evaluation? Explain the major barriers in strategic evaluation. [8]
 b) Explain the techniques of strategic evaluation & control. [8]
- Q6)** a) Explain the role of Board of Directors & Chief Executive Officers in strategic management. [8]
 b) What are the tactics of Business strategies. [8]
- Q7)** a) What do you mean by strategic choice? Explain the process of strategic choice. [8]
 b) Explain the challenges faced during strategy formulation. [8]
- Q8)** Write short notes on (any four) : [16]
 a) Need for strategic management.
 b) Expansion strategy.
 c) 'TOWS' matrix.
 d) Importance of strategic evaluation.
 e) Strategic management in India.
 f) Focus Business strategy.



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B.C.A.(Part -III) (Semester -VI)(Revised)
Examination,November - 2016
STRATEGIC MANAGEMENT(Paper-601)
Sub. Code: 66422

Day and Date : Saturday, 05-11-2016

Total Marks :80

Time :10.30 a.m. to 1.30 p.m.

- Instructions :**
- 1) Question No.8 is compulsory.
 - 2) Solve any four questions from Q.no.1toQ.7.
 - 3) All questions carry equal marks.

Q1) What is strategic mgt? Explain steps involved in strategic mgo process?[16]

Q2) What are different level strategies? Write in detail grand, stability & expansion strategies. [16]

Q3) What is vision & mission? Write the characteristics of good vision & mission statements. [16]

Q4) What is strategy implementation? Explain inter- relationship or strategy formulation & Implementation. [16]

Q5) What is strategy? Explain functional level strategy. [16]

Q6) Explain strategic control with types & techniques. [16]

Q7) What is strategic leadership? Explain charateristics & types of leadership.[16]

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Q8) Write short note (any four).

- a) SWOT
- b) Objectives
- c) COS Leadership
- d) 8 BU
- e) Network structure
- f) Role of Board of Directors.

1) Instructions :
 2) Question No.8 is compulsory.
 3) Solve any four questions from Q.1 to Q.7.
 All questions carry equal marks.

Q1) What is strategic mgt? Explain steps involved in strategic mgt process? [16]

Q2) What are different level strategies? Write in detail grand, stability & expansion strategies. [16]

Q3) What is vision & mission? Write the characteristics of good vision & mission statements. [16]

Q4) What is strategy implementation? Explain inter-relationship or strategy formulation & implementation. [16]

Q5) What is strategy? Explain functional level strategy. [16]

Q6) Explain strategic control with types & techniques. [16]

Q7) What is strategic leadership? Explain characteristics & types of leadership. [16]

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B.C.A. (Faculty of Commerce) (Part - III) (Semester - VI)
(Revised) Examination, April - 2017
STRATEGIC MANAGEMENT (Paper - 601)
Sub. Code : 66422

Day and Date : Monday, 10 - 04 - 2017
Time : 3.00 p.m. to 6.00 p.m.

Total Marks : 80

- Instructions :**
- 1) Q. No. 8 is compulsory.
 - 2) Attempt any four questions from Q. No. 1 to Q. No. 7.
 - 3) Figures to the right indicate full marks.

- Q1) Explain the steps involved in strategic management process. [16]**
- Q2) What are the different levels of strategies? Briefly explain corporate level strategies. [16]**
- Q3) Explain the characteristics of organisational goals and objectives. [16]**
- Q4) What are the problems in strategic evaluation? [16]**
- Q5) What is strategy implementation? Explain the relationship between strategy formulation and implementation. [16]**
- Q6) What do you mean by 'SWOT Analysis'? Explain its importance in strategic management. [16]**
- Q7) Explain the role of senior management in strategic management. [16]**

Q8) Write short notes on any four of the following:

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| | [16] No. |
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- a) Corporate Restructuring.
- b) Vision statement.
- c) Resource Allocation.
- d) Strategic Control.
- e) Need for Strategic Management.
- f) Strategic Leadership.

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**B.C.A. (Part - III) (Semester - VI) (Revised) Examination,
October - 2017**

STRATEGIC MANAGEMENT (Paper - 601)

Sub. Code : 66422

Day and Date : Tuesday, 10 - 10 - 2017

Total Marks : 80

Time : 02.30 p.m. to 05.30 p.m.

Instructions : 1) Attempt any five questions from the following questions.

2) All questions carry equal marks.

- Q1)** a) Define strategic management. Explain the need for strategic management. [8]
b) Explain the role of Board of Directors & Chief Executive Officers in strategic management. [8]
- Q2)** a) Explain the meaning & characteristics of mission statement. [8]
b) What do you mean by strategic choice? Explain the process of strategy choice. [8]
- Q3)** a) Explain the various business level strategies. [8]
b) Describe the types of stability strategies. [8]
- Q4)** a) Discuss the various structures for strategies in strategy implementation. [8]
b) Explain the functional strategies in strategy implementation. [8]
- Q5)** a) What is strategic evaluation & control? Explain its importance in strategic management. [8]
b) Explain various problems in strategic evaluation. [8]

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- Q6) a) What are the tactics of Business strategies. [8]
 b) What is Tows matrix analysis? Prescribe the strategic alternatives of Tows matrix in strategic choice. [8]

- Q7) a) Define the organizational goals & objectives. Explain its characteristics. [8]
 b) Explain strategic management in different context. [8]

- Q8) Write short notes on (any four) : [16]
 a) SWOT analysis
 b) Types of strategic control
 c) Strategic management process
 d) Focus business strategy
 e) Concept of 'strategy'
 f) Retrenchment strategy

