

Seat No.	
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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

Total Marks : 80

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

- 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:

- a) Corporate Restructuring.
- b) Vision statement.
- c) Resource Allocation.
- d) Strategic Control.
- e) Need for Strategic Management.
- f) Strategic Leadership.

