

Seat No.	
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**B.C.A. (Part - III) (Semester - VI) Examination, April - 2018****STRATEGIC MANAGEMENT (Paper - 601)****Sub. Code : 66422****Day and Date : Monday, 16 - 04 - 2018****Total Marks : 80****Time : 03.00 p.m. to 06.00 p.m.**

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

**Q1)** What is strategy ? Explain the functional strategies [16]

**Q2)** Explain the strategic control & evaluation tools. [16]

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

**Q4)** What is strategic mgr? Explain steps involved in strategic mgt process.[16]

**Q5)** What is strategy implementation? Explain inter - relationship of strategy formation & implementation. [16]

**Q6)** What are different level strategies? Write stability, Expansion & Retrenchment strategy. [16]

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**Q7)** Write in detail the mechanistic organic tall, flat - SBU & matrix structure.[16]

**Q8)** Write short note (any four)

**[16]**

- a) SWOT
- b) Differentiation strategy
- c) Objectives
- d) Role of Board of Directors
- e) Challenges during strategy formulation
- f) TWOS

