

**N – 773**

**Total No. of Pages : 2**

Seat No.	
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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]**

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- 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.

