

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.
(For candidates admitted during the academic year 2016-17 and thereafter)

SUBJECT CODE: 16/CM/MC/ST64

BBA DEGREE EXAMINATION SEPTEMBER 2020

BUSINESS ADMINISTRATION

SIXTH SEMESTER

COURSE : MAJOR – CORE

PAPER : STRATEGIC MANAGEMENT

TIME : 90 MINUTES

MAX. MARKS: 50

Section –A

Answer all questions:

(7x2 = 14)

1. Define Corporate Governance.
2. Write a note on balanced score card.
3. What is meant by benchmarking?
4. What is situational analysis?
5. Define the term strategy
6. What is meant by strategy implementation?
7. Give the meaning of strategic intent?

Section – B

Answer any TWO questions:

(2x8 = 16)

8. Discuss the need for strategic management.
9. What is meant by SWOT analysis? How do you analyze Covid - 19 situation using SWOT for E-Commerce industry.
10. What are corporate objectives? Explain in detail the characteristics of corporate objectives.

SECTION – C

Answer any one question:

(1x20 = 20)

11. Discuss the external environment factors impacting business organizations with suitable illustrations.
12. Explain in detail different phases in strategic management and indicate different measures used in strategic evaluation phase.
