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Register Number:

Name of the Candidate:

B.B.A DEGREE EXAMINATION, December 2014

(TELECOM MANAGEMENT)

(THIRD YEAR)

(PART - III)

350: BUSINESS POLICY AND STRATEGIC MANAGEMENT

Time: Three hours

Maximum: 100 marks

SECTION - A

Answer any TEN questions.

(10 × 2 = 20)

1. What is Business?
2. What is strategic Management?
3. What is strategic Decision?
4. What is Business Environment?
5. What is Synergy?
6. What is corporate Mission?
7. What is BCG Matrix?
8. What is Tactics?
9. What is Expansion strategy?
10. What is Combination strategy?
11. What is strategic Business unit?
12. What is operational control?

SECTION - B

Answer any FOUR questions.

(4 × 10 = 40)

13. What are the importance of Business Policy?
14. What are the various levels of strategic planning?
15. Brief about the experience curve.

16. Bring out the strategic decision Making process.
17. What are the features of Environmental Analysis?
18. What are the characteristics of effective control-system?

SECTION - C
Answer any TWO questions. (2 × 20 = 40)

19. Explain the various approaches to strategy.
20. Describe the contributions of Strategists in Strategic Management.
21. Discuss the social responsibilities of Business.
22. Explain the factors influencing Organisational structure.

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