



THE AMERICAN COLLEGE, MADURAI
(An Autonomous Institution Affiliated to Madurai Kamaraj University)
Re-accredited (2nd Cycle) by NAAC with Grade "A", CGPA – 3.46 on a 4-point scale
Backlog Arrear Examination, March 2021

BBA 3410/3440/3650

Strategic Management

Time: 3 Hours

Marks: 75

Answer Any Five questions

5x15 = 75 Marks

1. Elucidate the framework of strategic management.
2. Highlight the major features of each of the functional areas where plans and policies need to be formulated and implemented.
3. Explain BCG growth share Matrix with example
4. Discuss about the external environment.
5. Elucidate the resources allocation techniques
6. What is strategic change? Explain. How will you implement strategic change?
7. Explain a realistic Model for strategic Evaluation and Control process
