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VI Semester B.B.A. Degree Examination, September/October - 2022

AVIATION MANAGEMENT

Strategic and Performance Management

(CBCS - Freshers Scheme-2019-20)

Time : 3 Hours

Maximum Marks : 70

Instructions to Candidates:

Answers to be written completely in English Only.

SECTION - A

I. Answer any Five questions. Each question carries 2 marks. (5×2=10)

1. a) Define strategic management.
- b) What do you mean by business ethics.
- c) What is strategic plan?
- d) What are the benefits of SWOT analysis?
- e) What are the levels of strategy?
- f) What is procedural implementation?
- g) What do you mean by performance measurement?



SECTION - B

II. Answer any three questions. Each question carries 6 marks. (3×6=18)

2. Explain the process of strategic management.
3. Why is environmental scanning necessary for aviation industry? Explain with relevant example.
4. How is strategy implementation useful? Explain.
5. What are the advantages of Balance score card?

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SECTION - C

III. Answer any Three questions. Each question carries 14 marks.

(3×14=42)

6. Elaborate the merits and demerits of strategic management.
 7. Explain porter's five forces model with respect to an airline.
 8. Explain in detail the strategic performance model.
 9. Elaborate different types of strategic control.
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