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VI Semester B.B.A. (A.M) Degree Examination, August/September - 2023

BUSINESS MANAGEMENT (AVIATION)

Strategic And Performance Management

(CBCS Scheme 2019 Batch Freshers and Repeaters)

Paper : 6.4

Time : 3 Hours

Maximum Marks : 70

*Instructions to Candidates:*

Answers should be written in English only.

## SECTION - A

Answer any Five questions. Each question carries 2 marks.

(5×2=10)

1. a) Define strategic management.
- b) What are the levels of management?
- c) What do you mean by mission statement?
- d) Give the meaning of competitive analysis.
- e) State the meaning of differentiation.
- f) What is variance analysis?
- g) What do you mean by controlling?



## SECTION - B

Answer any Three questions. Each question carries 6 marks.

(3×6=18)

2. Write a short note on product life cycle.
3. What do you mean by value chain analysis?
4. Discuss the importance of functional plans and policies.
5. Write a short note on key result area.

[P.T.O.]



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**SECTION - C**

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

(3×14=42)

6. What do you mean by environmental scanning? Discuss in detail the various elements of environment.
  7. What is strategic planning? Explain in detail strategic planning process.
  8. Discuss in detail Michael Porter's Five Forces model.
  9. What are the various techniques of strategic control? Explain in detail.
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