

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.B.A. DEGREE EXAMINATION – BUSINESS ADMINISTRATION

FIFTH SEMESTER – APRIL 2016

BU 5506 – STRATEGIC MANAGEMENT

Date: 26-04-2016

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

SECTION A

ANSWER ALL THE QUESTIONS:

(10x2=20 Marks)

1. What is Strategy?
2. What do you mean by Strategic intent?
3. Define Mission Statement.
4. Explain Divestiture.
5. Write the significance of Operational Planning.
6. What do you mean by Competitive advantage?
7. When Bottom up investment strategy is used?
8. What do you mean by “Value Migration”?
9. What do you mean by Vertical Integration?
10. What do you mean by social audit?

SECTION B

ANSWER ANY FOUR QUESTIONS:

(4x10=40 Marks)

11. Discuss the components of mission statement of a company.
12. What are the benefits of strategic management?
13. Write the Importance of Top-Down Objectives.
14. Discuss the Five Forces Affecting Industry Competition.
15. Explain various Types of strategic alliances.
16. Enumerate the Web-based business models used as a business strategy.
17. Discuss Characteristics of Strategy Evaluation.

SECTION C

ANSWER ANY TWO QUESTIONS:

(2x20=40 Marks)

18. Discuss the Strategy formulation and Strategy-Executing Process.
19. Explain the Components of Strategic Management Model with suitable illustration?
20. Explain the strategies used by organizations at various levels of their operation with suitable examples.
21. Explain BCG matrix of business conditions and related strategies.

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