



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.B.A. DEGREE EXAMINATION – BUSINESS ADMINISTRATION

FIFTH SEMESTER – APRIL 2017

BU 5506- STRATEGIC MANAGEMENT

Date: 26-04-2017
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

SECTION –A

Answer ALL the questions

(10X 2=20)

1. Define strategic management.
2. State the concept of strategy.
3. What is Strategic Stretch?
4. What is Vision?
5. What is environmental appraisal?
6. What is retrenchment?
7. List the nature of strategy implementation.
8. What is structural implementation?
9. What is strategic evaluation?
10. What is operational control?

SECTION –B

Answer any FOUR questions

(4X10=40)

11. Mention the elements in strategic management.
12. Explain the various levels of strategic management.
13. State the various dimensions of business.
14. Explain the various corporate level strategies.
15. Write a note on business level strategies.
16. Discuss the barriers to strategy implementation.
17. Bring out the importance in strategic evaluation.

SECTION –C

Answer any TWO questions

(2X 20=40)

18. Discuss the models of strategic management process.
19. Elucidate the strategic formulation process.
20. Discuss the major themes in strategy implementation.
21. Explain the evaluation techniques for strategic control.
