



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.B.A. DEGREE EXAMINATION – BUSINESS ADMINISTRATION

FIFTH SEMESTER – APRIL 2022

UBU 5502 – STRATEGIC MANAGEMENT

Date: 16-06-2022

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

PART – A

Q. No Answer ALL the Questions

(10 × 2 = 20 Marks)

- 1 Define the term 'Strategic Management'
- 2 Differentiate the terms 'Goals' and 'Objectives'.
- 3 What is ETOP analysis?
- 4 Identify any two elements of Organisational Capability Factors.
- 5 What do you mean by Stability strategy?
- 6 Recall the elements of a Strategic plan.
- 7 Define the term Strategic Budget.
- 8 Recall the term 'Corporate Governance'.
- 9 List out any 2 participants involved in Strategic evaluation.
- 10 Define the term Special Alert control.

PART – B

Answer any FOUR Questions

(4 × 10 = 40 Marks)

- 11 Discuss the organizational levels at which Strategy operates.
- 12 Decipher the characteristics of a Vision statement
- 13 Scrutinize the steps involved in preparing SWOT analysis.
- 14 Analyze the reasons for designing Diversification strategies.
- 15 Scrutinize on the techniques involved in strategic analysis and choice
- 16 Validate the challenges involved in procedural implementation of a strategy.
- 17 Appraise the various stages involved in strategic control process.

PART – C

Answer any TWO questions

(2 × 20 = 40 Marks)

- 18 Elaborate with illustration on the different elements of Strategic management process.
- 19 Discuss the methods and techniques involved in Organizational appraisal.
- 20 Enlist and explain the different types of Business strategies.
- 21 Probe the importance of functional strategies required for Strategy implementation.

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