

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.B.A. DEGREE EXAMINATION – BUSINESS ADMINISTRATION

FIFTH SEMESTER – NOVEMBER 2007

BU 5503 - BUSINESS POLICY & STRATEGY

AV1

Date : 10/11/2007

Dept. No.

Max. : 100 Marks

Time : 9:00 - 12:00

SECTION – A

(10 x 2 = 20 marks)

Answer ALL of the following questions:

1. Define a strategy. Give an example.
2. Write a short note on planning premises.
3. Strategy & Tactics are they one and the same?
4. Give a Mission statement of a company.
5. What is a personnel policy?
6. Who gives the concluding remarks in a discussion?
7. State the assumption of a contingency plan.
8. Identify any four regulatory elements to be reviewed in procedural implementation.
9. What are the four basic types of strategic control?
10. What do you understand by SUB?

SECTION – B

(5 x 8 = 40 marks)

Answer any FIVE of the following questions:

11. The mission makes the Vision more realistic. Explain.
12. Classify the organizational structure of any company by means of a flow chart.
13. Explain the hierarchical position at which the strategy operates.
14. Briefly explain the internal and external environmental scanning in an organization.
15. Discuss the issues in strategic decision making.
16. Determine the role of a strategist.
17. What are the four grand strategic alternatives that an organization can consider?
18. Identify the various facets of objectives.

SECTION – C

(2 x 20 = 40 marks)

Answer any TWO of the following questions:

19. Explain the managerial task of implementing the strategy.
20. Discuss the techniques of strategic evaluation and control.
21. Explain the guidelines of case study approach to strategic management.
