



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.B.A. DEGREE EXAMINATION - BUSINESS ADMINISTRATION

FIFTH SEMESTER – NOVEMBER 2015

BU 5506 - STRATEGIC MANAGEMENT

Date : 03/11/2015
Time : 09:00-12:00

Dept. No.

Max. : 100 Marks

PART – A

Answer **ALL** the questions:

(10x2=20 marks)

1. Define strategic management.
2. What do you understand by strategic decision making?
3. What is meant by leverage?
4. Define objectives in your own words.
5. What do you understand by retrenchment strategy?
6. State any two reasons for merger and acquisition.
7. What is meant by resource allocation?
8. State the nature of strategy implementation.
9. What do you understand by strategy evaluation?
10. What is special alert control?

PART – B

Answer any **FOUR** questions:

(4x10=40 marks)

11. Enlist and explain the elements of strategic management process.
12. State the role of objectives in strategic management.
13. Trace out the reasons for concentric diversification strategy.
14. Discuss the factors affecting organisational appraisal.
15. State the difficulties in resource allocation.
16. Distinguish between strategic control and operational control.
17. Discuss the requirements of an effective strategic evaluation.

PART – C

Answer any **TWO** questions:

(2x20=40 marks)

18. Enumerate the issues in strategic decision making.
19. Define strategy. Explain the different levels of strategy.
20. Describe the major themes in strategy implementation.
21. Discuss the role of organisational system in strategy evaluation.

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