



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.C.A., B.COM DEGREE EXAMINATION – COM. APP., COR. SEC., COM.

FOURTH SEMESTER – NOVEMBER 2016

BU 4200 - STRATEGIC MANAGEMENT

Date: 11-11-2016
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

PART - A

Answer ALL the questions:

(10X2 = 20 Marks)

1. Define the term “Strategy”.
2. Distinguish between vision and mission.
3. What is “SWOT” Analysis?
4. State any four Acts with their year, relating to business.
5. Draw a diagram indicating the different levels of strategies.
6. Comment on “SBU”.
7. Write a note on strategic implementation.
8. Mention the three major themes in strategy implementation.
9. Why strategic control is required?
10. When ‘special alert control’ is exercised?

PART – B

Answer any FOUR questions:

(4X10 = 40 Marks)

11. Explain the four phases in strategic management process.
12. Narrate any five characteristics of effective mission statements.
13. How social environment affects strategy formulation?
14. Describe the difficulties in resource allocation.
15. Justify the need for structural implementation.
16. Highlight the importance of strategic evaluation.
17. Explain the four steps in the process of evaluation.

PART - C

Answer any TWO questions:

(2X20 = 40 Marks)

18. Make a critical note on: (a) Mission (b) Objectives (c) Goals and (d) Targets
19. Classify the strategic environmental factors and explain any five such influencing elements.
20. Analyze the various ways and means of functional implementation.
21. Describe the different evaluation techniques for operational control.
