



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.B.A. DEGREE EXAMINATION – BUSINESS ADMINISTRATION

FIFTH SEMESTER – NOVEMBER 2017

BU 5506 – STRATEGIC MANAGEMENT

Date: 01-11-2017

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

SECTION – A

Answer ALL the questions:

(10x2=20)

1. Define strategic management.
2. What is meant by functional level strategy?
3. Give the meaning of the terms stretch and leverage.
4. What do you understand by the product or service concept?
5. Write a note on environmental scanning.
6. Define the term outsourcing in your own words.
7. Who are stake holders in strategic management?
8. What do you understand by operational implementation?
9. Define premise control.
10. Who are the participants in strategic evaluation?

SECTION – B

Answer any FOUR questions:

(4x10=40)

11. Discuss the levels at which strategy operates.
12. State the characteristics of a mission statement.
13. Trace out the issues in objectives setting.
14. State the advantage and disadvantages of expansion through internationalization.
15. List out the difficulties in resource allocation.
16. Point out the barriers to strategy implementation.
17. Discuss the special purpose techniques used in strategic evaluation and control.

SECTION – C

Answer any TWO questions:

(2x20=40)

18. Discuss the issues in strategic decision making.
19. Write short notes on:
 - a. Concentration strategy
 - b. Digitalization
 - c. Conglomerate diversification
 - d. Strategic plan
20. Discuss the types of organizational structures.
21. Explain the basic types of strategic control.
