

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.B.A. DEGREE EXAMINATION – BUSINESS ADMINISTRATION

FIFTH SEMESTER – NOVEMBER 2019

BU 5506 – STRATEGIC MANAGEMENT

Date: 04-11-2019

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

PART - A

Answer ALL the questions

(10 x 2 = 20)

1. Define Strategic Management.
2. What are the elements in Strategic Management?
3. How will you understand strategic intent?
4. What is the difference between goal and objectives?
5. Describe environmental appraisal.
6. Give the meaning of the term 'Retrenchment'.
7. What is behavioural implementation?
8. What is project implementation?
9. Write a short note on premise control.
10. What is the importance of strategic evaluation?

PART – B

Answer any FOUR questions

(4 x 10 = 40)

11. Explain the different levels at which strategy operates.
12. State the concept of stretch, leverage and fit.
13. Discuss the different types of corporate level strategy.
14. What are the barriers to strategy implementation?
15. Explain the evaluation techniques for strategic control.
16. Bring out the issues in strategic decision making.
17. What are the evaluation techniques of operational control?

PART - C

Answer any TWO questions

(2 x 20 = 40)

18. Explain scope and pitfall of strategic alliance.
19. Discuss the different functions of functional and operational implementation.
20. Who are the participants in strategic evaluation?
21. Bring out the different dimensions of business.

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