



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.B.A. DEGREE EXAMINATION – BUSINESS ADMINISTRATION

FIFTH SEMESTER – NOVEMBER 2022

17/18UBU5MC01 – STRATEGIC MANAGEMENT

Date: 21-11-2022

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

PART – A

Q. No Answer ALL questions

10 x 2= 20 Marks)

- 1 Define Strategic Management.
- 2 Define Vision.
- 3 What is Retrenchment Strategy?
- 4 What do you mean by Merger & Acquisition?
- 5 Describe Global Environment.
- 6 List the types of business level strategies.
- 7 What is Strategic Alliance?
- 8 Define Corporate Strategy
- 9 What is Organizational Structure?
- 10 Define Conflict.

PART – B

Answer any FOUR questions

(4 x 10 = 40 Marks)

- 11 Write a note on levels of strategy and elaborate its importance.
- 12 Explain Industry analysis. Discuss Michael Porter five force model.
- 13 Elaborate on Mckinsey's 7's model.
- 14 Explain approaches to resource allocation and also state the factors that affect resource allocation.
- 15 Discuss in detail the reason for diversification.
- 16 How do you design a strategic control system? What is important for designing strategic control system?
- 17 Elucidate how power creates conflict in an organization. What role does power play in conflict management?

PART – C

Answer any TWO questions

(2 x 20 = 40 Marks)

- 18 Why it is necessary for an organization to formulate vision and mission statement? Explain in detail about the pros and cons?
- 19 Discuss in detail about the core competencies in strategic planning.
- 20 Elaborate in detail about the type of business level strategies. Bring out its merits and demerits of each strategy.
- 21 The structure of an organization will determine the modes in which it operates and performs – Justify

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