



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.B.A. DEGREE EXAMINATION – BUSINESS ADMINISTRATION

FIFTH SEMESTER – NOVEMBER 2022

UBU 5502 – STRATEGIC MANAGEMENT

Date: 23-11-2022

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

PART-A

ANSWER ALL THE QUESTIONS:

(10*2=20Marks)

1. List out the elements of strategic management.
2. Define Mission Statement.
3. What is an environment?
4. Give a note on organizational appraisal.
5. What is corporate strategy?
6. Write a note on Retrenchment Strategy.
7. What is an organizational structure in strategic management?
8. Define the term Corporate Governance.
9. List out any two roles of organizational systems in evaluation.
10. What is strategic surveillance?

PART-B

ANSWER ANY FOUR QUESTIONS:

(4*10=40Marks)

11. Explain the characteristics of an organizational Vision Statement.
12. Describe the importance of strategy formulation.
13. Explain the Porter's generic strategies.
14. What are the three types of strategy implementation?
15. Discuss the steps involved in process of strategic control.
16. Briefly explain the techniques involved in strategic choice.
17. Describe the environmental factors that can affect an organization's Strategy.

PART-C

ANSWER ANY TWO QUESTION:

(2*20=40Marks)

18. a. Explain briefly characteristics of Strategic Management.
b. Discuss the important steps involved in strategic management process.
19. Can cost leadership strategy allow a firm to earn above-average returns despite strong competitive forces? Discuss.
20. Discuss the various issues in strategy implementation.
21. Explain the features of effective strategic evaluation and control system.
