



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.A. DEGREE EXAMINATION – SOCIAL WORK

FOURTH SEMESTER – APRIL 2015

SW 4810 - STRATEGIC MANAGEMENT

(HRM)

Date : 20/04/2015

Dept. No.

Max. : 100 Marks

Time : 09:00-12:00

SECTION – A

Answer All questions. Answer to each question should not exceed 50 words. All questions carry equal marks. 10 x 2 = 20 Marks

1. Differentiate between vision and mission of an organization.
2. What are the characteristics of well-defined objectives?
3. Mention any four benefits of strategy in a business organization.
4. What do you understand by “Strategic Business Unit”.
5. What is the meaning of “Strategic Intent”?
6. What is “Resource Audit”?
7. What is meant by “Value Chain Analysis”?
8. Expand a) PEST b) SWOT
9. What is the meaning of “Differentiation” as a strategy?
10. Distinguish between “Control” and “Evaluation”.

SECTION – B

Answer any FOUR questions. Answer to each question should not exceed 300 words. All questions carry equal marks. 4 x 10 = 40 Marks

11. Explain “Balanced Score Card”.
12. What are the human resource functions that are currently outsourced?
13. Describe briefly strategic human resource management.
14. Write a short note on the domains to be included in Organizational objectives.
15. Discuss the elements to be included in a mission statement.

SECTION – C

Answer any TWO questions. Answer to each question should not exceed 600 words. All questions carry equal marks. 2 x 20 = 40 Marks

16. Elaborate on the process of Strategic Management.
17. Discuss the various techniques for environment scanning.
18. Discuss in detail the grand strategies.
