



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.B.A. DEGREE EXAMINATION – BUSINESS ADMINISTRATION

FOURTH SEMESTER – APRIL 2014

BU 4200 - STRATEGIC MANAGEMENT

Date : 01/04/2014
Time : 01:00-04:00

Dept. No.

Max. : 100 Marks

SECTION – A

Answer *all* the questions

(2 x 10= 20)

1. Define mission.
2. What is environmental scanning?
3. Write notes on Business level strategies.
4. Give examples of combination strategies.
5. Mention the various types of strategic control.
6. List out the elements that make up a strategy?
7. Expand: SWOT
8. Why are expansion strategies adopted?
9. Define horizontal fit and vertical fit.
10. What are the auditing techniques used in evaluation?

SECTION – B

Answer any *four* of the following questions

(4x 10 = 40)

11. List down the characteristics of mission statement and explain it with examples.
12. What do you mean by SWOT analysis? What are the benefits and pitfalls of using SWOT analysis?
13. Define Diversification and discuss the various types of diversification strategies adopted with examples. Why it is adopted?
14. Discuss the role of Board of directors and strategic leaders in strategic management.
15. Give an account of the techniques of strategic evaluation and control.
16. Elaborate the various levels at which strategy operates.
17. Describe the evaluation process for operational control.

SECTION – C

Answer any *two* of the following questions

(2 x 20 = 40)

18. Briefly explain the strategic management process.
19. Explain the various factors in the strategic environment.
20. Discuss in detail the various corporate level strategies with examples.
21. What are the different types of organizational structures? How they are related to strategy implementation?
