



**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**

**B.COM & B.SC. DEGREE EXAMINATION – COMM., CORPO. SEC. & COM. APPLI.**

**FOURTH SEMESTER – APRIL 2015**

**BU 4200 - STRATEGIC MANAGEMENT**

Date : 25/04/2015  
Time : 09:00-12:00

Dept. No.

Max. : 100 Marks

**PART – A**

Answer **ALL** the questions:

**(10 x 2 = 20)**

1. Define strategic management.
2. What is mission?
3. Differentiate internal and external environment.
4. Write a short on 'threats'.
5. What are the different levels of strategies?
6. List out the sources of corporate level strategies.
7. Write a short note on functional implementation.
8. How is the structural implementation formed?
9. Define strategic control?
10. Explain information system?

**PART – B**

Answer any **FOUR** questions:

**(4 X 10 = 40)**

11. What are the elements of goals and targets? Explain with suitable examples.
12. Explain SWOT analysis.
13. Discuss business level and functional level strategies.
14. Explain operational implementation with examples.
15. What are the evaluation techniques for strategic and operational control?
16. Evaluate the different types of environment.
17. What are the different types of strategic implementation?

**PART – C**

Answer any **TWO** questions:

**(2 X 20 = 40)**

18. Explain mission and its role in developing the organization.
19. Discuss the different types of strategic alternatives and its choices.
20. What is the role of information system in strategic evaluation?
21. How are strategies formulated in an organization?

\*\*\*\*\*