



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.SC.,B.Com.DEGREE EXAMINATION –COMP. APP. & COMMERCE &CORP.SEC.

FOURTHSEMESTER – APRIL 2017

BU 4200- STRATEGIC MANAGEMENT

Date: 29-04-2017
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

Part 'A'

Answer ALL the questions

10X2= 20 marks

1. Define Strategic Management.
2. Distinguish : Policy and Strategic Management.
3. Comment on “Dynamic Environment”
4. List out any four internal environmental factors.
5. Indicate the different levels of strategies.
6. Why alternate strategies are required?
7. What is matrix structure?
8. Who are transformational leaders?
9. Point out the significance of strategic control.
10. State the role of “Information System”.

Part 'B'

Answer any FOUR questions 4 x 10 =40 marks

11. How vision and mission statements are important ?
12. “Social factors affect business” – Discuss.
13. Describe “SWOT” analysis.
14. Explain the elements in Strategic Management process.
15. Draw a diagram and explain the functional structure of an organisation.
16. Identify and explain any four evaluation techniques.
17. When control becomes essential?

Part 'C'

Answer any TWO questions 2 x 20 =40 marks

18. Evaluate the importance of Strategic Management.
19. “Environment is composed of many factors”. Identify and explain each element.
20. Analyse the various types of Strategic implementation.
21. Discuss the different means and methods of Strategic Control.

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