

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



**B.B.A.DEGREE EXAMINATION –BUSINESS ADMINISTRATION**

**FIFTH SEMESTER – APRIL 2018**

**BU 5506– STRATEGIC MANAGEMENT**

Date: 27-04-2018  
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

**SECTION –A**

**Answer ALL the questions**

**(10X 2=20)**

1. Define strategic management.
2. State the concept of strategy.
3. What is Strategic Stretch?
4. What is mission?
5. Write a note on Concentration Strategies.
6. What is digitalization?
7. List the nature of strategy implementation.
8. What is behavioral implementation?
9. What is strategic evaluation?
10. Mention the nature of strategic evaluation.

**SECTION –B**

**Answer any FOUR questions**

**(4X 10=40)**

11. Explain the various levels of strategic management.
12. State the various dimensions of business.
13. Discuss the various types of integration strategies.
14. Mention the features of Conglomerate diversification.
15. Discuss the barriers to strategy implementation.
16. Critically examine the role of strategic control in management.
17. Discuss the objectives of strategic management.

**SECTION –C**

**Answer any TWO questions**

**(2X 20=40)**

18. Explain the steps involved in strategic process.
19. Elucidate the strategic formulation process.
20. Explain the behavioural issues relevant for strategy implementation.
21. Enumerate the various techniques for strategic evaluation and control.

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