



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.B.A.DEGREE EXAMINATION –BUSINESS ADMINISTRATION

FIFTH SEMESTER – APRIL 2019

16UBU5MC01– STRATEGIC MANAGEMENT

Date: 15-04-2019
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

PART – A

Answer ALL the questions:

(10x2=20)

1. Define strategic management.
2. What do you understand by strategic intent?
3. What is meant by outsourcing?
4. Write a note on strategic groups.
5. Give a note on red ocean strategy.
6. What do you understand by retrenchment strategy?
7. What is meant by corporate strategy?
8. Give the meaning of the term joint venture.
9. What do you understand by resource allocation?
10. Define strategic control.

PART – B

Answer any FOUR questions:

(4x10=40)

11. Explain the benefits of Strategic Management.
12. Discuss the social responsibilities of business.
13. State the type's of business level strategy.
14. Discuss the reasons for diversification.
15. State the importance of resource allocation.
16. Explain SWOT analysis.
17. Discuss Michael Porter's five force model of strategy analysis.

PART – C

Answer any TWO questions:

(2x20=40)

18. Enlist and explain the levels of strategy.
19. Explain McKinsey's 7S Model.
20. Discuss the corporate portfolio analysis.
21. Describe the techniques of strategic control.

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