



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

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

**FIFTH SEMESTER – NOVEMBER 2024**

**BU 5506 STRATEGIC MANAGEMENT**



Date: 07-11-2024

Dept. No.

Max. : 100 Marks

Time: 09:00 am-12:00 pm

### SECTION A

**Answer ANY FOUR of the following**

**4 x 10 = 40 Marks**

1. Explain the elements of strategic management process.
2. State the role of objectives in strategic management.
3. Trace out the reasons for concentric diversification strategy.
4. Discuss the five forces affecting industry competition.
5. Discuss the factors affecting organisational appraisal.
6. State the difficulties in resource allocation.
7. Distinguish between strategic control and operational control.
8. Discuss the requirements of an effective strategic evaluation.

### SECTION B

**Answer ANY THREE of the following**

**3 x 20 = 60 Marks**

9. Enumerate the issues in strategic decision making.
10. Define strategy. Explain the different levels of strategy.
11. Describe the major themes in strategy implementation.
12. Discuss the role of organisational system in strategy evaluation.
13. Explain the concept of competitive advantage for organizations.
14. Explain BCG matrix of business conditions and related strategies.

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