



# LOYOLA COLLEGE (AUTONOMOUS) CHENNAI – 600 034

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

**FIFTH SEMESTER – NOVEMBER 2024**

**UBU 5502 – STRATEGIC MANAGEMENT**



Date: 11-11-2024

Dept. No.

Max. : 100 Marks

Time: 09:00 am-12:00 pm

## SECTION A - K1 (CO1)

**Answer ALL the Questions**

**(10 x 1 = 10)**

### 1. Definitions

- a) Strategic management
- b) Environmental Scanning
- c) Retrenchment
- d) Functional Strategies
- e) Strategic Surveillance

### 2. Match the following

- a) Mission - Proactive approach
- b) Environmental Appraisal - Execution
- c) Stability - Organizational Success
- d) Project implementation - External factors
- e) Special Alert control - Fundamental purpose

## SECTION A - K2 (CO1)

**Answer ALL the Questions**

**(10 x 1 = 10)**

### 3. True or False

- a) Strategic Intent is a short-term goal.
- b) Organizational Appraisal is an Internal understanding.
- c) Strategic plan is the roadmap for directing organizational goals.
- d) Strategic Leadership is visionary thinking.
- e) Premise control focuses on monitoring and control.

### 4. Fill in the blanks

- a) Product concept is the fundamental of -----Strategy.
- b) Strategy Formulation is the process of developing a ----- plan.
- c) Strategic Analysis is the process of ----- an organization's internal and external environment.
- d) Behavioral Implementation puts strategic plans into -----
- e) Assessing the performance of an organization's can be done by -----

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<b>SECTION B - K3 (CO2)</b>	
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<b>Answer any TWO of the following in 100 words each.</b>
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<b>(2 x 10 = 20)</b>
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|----|---------------------------------------------------------------|
| 5. | Describe the functions of goals and objectives.               |
| 6. | State the methods and techniques of Organizational Appraisal. |
| 7. | Explain the various levels of corporate level strategies.     |
| 8. | Mention the roles and responsibilities of Board of Directors. |

<b>SECTION C – K4 (CO3)</b>
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<b>Answer any TWO of the following in 100 words each.</b>
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<b>(2 x 10 = 20)</b>
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|-----|--------------------------------------------------------------------------------------|
| 9.  | Enumerate the role of Organizational systems in evaluation.                          |
| 10. | Write down the nature and benefits of Vision.                                        |
| 11. | How appraisal is important for the growth and development of Organization wellbeing? |
| 12. | Discuss the different types of business level strategies.                            |

<b>SECTION D – K5 (CO4)</b>
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<b>Answer any ONE of the following in 250 words</b>
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<b>(1 x 20 = 20)</b>
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| 13. | Elucidate functional level strategies with examples. |
| 14. | Explain the participants in Strategic evaluation.    |

<b>SECTION E – K6 (CO5)</b>
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<b>Answer any ONE of the following in 250 words</b>
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<b>(1 x 20 = 20)</b>
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| 15. | Explain the issues in strategic decision and give out the solution for better decision making.   |
| 16. | Analysing the environment will solve many issues in business sectors. Quote with right examples. |

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