LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.Com. DEGREE EXAMINATION - CORPORATE SECRETARYSHIP

SIXTH SEMESTER - APRIL 2022

UBC 6503 - BUSINESS STRATEGIES

Date: 20-06-2022 Dept. No. Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

PART - A

Answer ALL Questions

 $(10 \times 2 = 20 \text{ Marks})$

- 1. Define Strategic Management.
- 2. Write any two differences between vision and mission.
- 3. Indicate the three levels of strategic management.
- 4. What do you mean by Corporate Parenting?
- 5. What do you understand the term "Strategy Formulation"?
- 6. What is the main concept of Strategy Implementation?
- 7. Why strategy evaluation is more significant in business?
- 8. Write a brief note on Control.
- 9. List out any two steps involved in strategic cost management
- 10. What do you mean by Unique Competitor Strategy?

PART - B

Answer Any FOUR Questions

 $(4 \times 10 = 40 \text{ Marks})$

- 11. State briefly the importance of Strategy in Business.
- 12. Briefly explain the Porter's Five Forces Analysis in Strategic Management.
- 13. What are the various challenges faced during strategic formulation?
- 14. Indicate clearly the different types of control in business strategic.
- 15. Mention briefly the various types incurred in strategic Cost management.
- 16. Bring out the various characteristics of vision statement.
- 17. List out the seven stages in Strategic Management Process.

PART - C

Answer Any TWO Questions

 $(2 \times 20 = 40 \text{ Marks})$

- 18. Enumerate briefly the characteristics of strategic management.
- 19. Describe in detail the hierarchy levels and options of strategic Management.
- 20. Analyze briefly the model of strategy implementation and its procedural.
- 21. Elucidate clearly the numerous barriers they faced during evaluation of strategy.

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