



LOYOLA COLLEGE (AUTONOMOUS) CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – CORPORATE SECRETARYSHIP

SIXTH SEMESTER – APRIL 2025

16/17/18UBC6MC01 – BUSINESS STRATEGIC MANAGEMENT



Date: 23-04-2025

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. What are the different levels of strategy, and how do they contribute to strategic management?
2. Explain Michael Porter's Five Forces Model and its significance in industry environment analysis.
3. Discuss the role of core competencies in achieving a competitive advantage. How does outsourcing impact core competencies?
4. Compare and contrast cost leadership, differentiation, and focus strategies in business-level strategies.
5. What are the different types of corporate-level strategies? Explain the significance of diversification in corporate strategy.
6. Analyse the strategic importance of mergers, acquisitions, and joint ventures in business growth.
7. Describe the process of strategy implementation and the key challenges faced in executing a strategic plan.
8. What are the different techniques used for strategic evaluation and control? How do they help in ensuring business success?

SECTION B

Answer ANY THREE of the following

(3 x 20 = 60 Marks)

9. Explain the concept of strategic intent and its role in shaping an organization's long-term vision and mission.
10. Discuss the significance of SWOT analysis in strategic planning. How can organizations use SWOT analysis to gain a competitive advantage?
11. What are the key differences between Blue Ocean Strategy and Red Ocean Strategy? Provide real-world examples of each.
12. Describe the role of corporate governance in strategic management. How does ethical decision-making impact business strategy?
13. What is Balanced Scorecard? Explain how it helps organizations in strategy formulation and performance measurement.
14. Discuss the impact of globalization on strategic management. How do multinational companies adapt their strategies in a dynamic global environment?
