LOYOLA COLLEGE (AUTONOMOUS) CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – **CORPORATE SECRETARYSHIP**

SIXTH SEMESTER – **JULY 2025**

UBC 6503 – BUSINESS STRATEGIES

Date: 11-07-2025 Dept. No. Max. : 100 Marks

Time: 10:00 AM - 01:00 PM

	SECTION A - K1 (CO1)	
	Answer ALL the Questions	**(10 x 1 = 10)**
1.	**Definitions.**	
a)	Strategic Management.	
b)	BPR.	
c)	Portfolio analysis.	
d)	Strategic audit.	
e)	Brand Strategy.	
2.	**Fill in the blanks.**	
a)	A ___________ statement defines the long-term aspirations of an organization.	
b)	The ___________ level strategy focuses on the overall direction of the entire organization.	
c)	A strategy should be ___________ to adapt to changing market conditions.	
d)	The three key steps in strategy evaluation are setting performance standards, measuring performance, and ___________.	
e)	___________ strategy helps companies determine the right balance between cost and quality in production.	
	SECTION A - K2 (CO1)	
	Answer ALL the Questions	**(10 x 1 = 10)**
3.	**Match the following.**	
a)	Mintzberg's Model - SWOT Analysis	
b)	Porter's Approach - Repeated strategic failures	
c)	TOWS Matrix - Strategic Decision Making	
d)	BCG Matrix - Competition Analysis	
e)	Doom Loops - Portfolio Analysis	
4.	**True or False.**	
a)	Business strategy is the highest level of strategy in an organization.	
b)	Corporate restructuring may involve mergers, acquisitions, or divestitures.	
c)	SWOT analysis is useful in the process of strategic formulation.	
d)	Strategy evaluation is necessary only after a strategy has failed.	
e)	Price strategy is not an important factor in competitive positioning.	

SECTION B - K3 (CO2)	
Answer any TWO of the following in 100 words each.	**(2 x 10 = 20)**
5.	Articulate the characteristics of a good vision statement.
6.	Explain the components of Porter's Five Forces Model.
7.	List out the key challenges faced during strategy formulation.
8.	Explain in detail the Benefits of Strategy Evaluation and Control.
SECTION C – K4 (CO3)	
Answer any TWO of the following in 100 words each.	**(2 x 10 = 20)**
9.	Elucidate the potential risks of the alliance.
10.	Describe in detail the various levels of strategic management.
11.	Explain briefly about (a) Downsizing and (b) Total Quality Management.
12.	Analyze the role of Pricing Strategies in gaining Competitive Advantage.
SECTION D – K5 (CO4)	
Answer any ONE of the following in 250 words	**(1 x 20 = 20)**
13.	Enumerate the relationship between environment and strategy, and explain how external factors influence strategic planning.
14.	Explain in detail the seven stages involved in the strategic management process.
SECTION E – K6 (CO5)	
Answer any ONE of the following in 250 words	**(1 x 20 = 20)**
15.	Elucidate the various strategy implementation models in detail.
16.	Describe in detail the different tools used to evaluate and control business strategies effectively.

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