



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

**B.C.A. & B.COM DEGREE EXAMINATION – COMPUTER APPLI., CORP. SEC. & COMM.**

**FOURTH SEMESTER – APRIL 2016**

**BU 4200 - STRATEGIC MANAGEMENT**

Date: 27-04-2016  
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

**Section A**

**Answer all the questions**

**(10\*2=20)**

1. What is strategic management?
2. List out any 4 approaches of crafting a strategy.
3. What are joint ventures?
4. What is a mission statement?
5. What is environmental scanning?
6. What do you understand by strategic intent?
7. What is synergy?
8. What is vertical Integration?
9. What do you understand by premise control?
10. What is resource allocation?

**Section B**

**Answer any 4 questions**

**(4\*10=40)**

11. Describe the generic strategies of Michael Porter.
12. Describe the strategic management process in detail.
13. Write a note on the components of a mission statement.
14. Explain the various functional strategies that can be adopted in organizations.
15. Distinguish between strategic formulation & strategic implementation.
16. What do you understand by strategic alliances? Why is it necessary?
17. What are the common challenges faced by the strategists?

**Section B**

**Answer any 2 questions**

**(2\*20=40)**

18. Discuss the various grand strategies that firms adopt in the contemporary business world.
19. Discuss the process of strategy implementation.
20. Write a note on the process of strategy evaluation & control.
21. What is strategic control? Explain the different types of strategic control.

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