



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

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

**FIFTH SEMESTER – APRIL 2019**

**BU 5506– STRATEGIC MANAGEMENT**

Date: 15-04-2019  
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

**SECTION –A**

**Answer ALL the questions**

**(10X 2=20)**

1. Define strategic management.
2. State the concept of strategy.
3. What are the characteristics of goals?
4. What is vision?
5. Write a note on Concentration Strategies.
6. What is retrenchment?
7. List the nature of strategy implementation.
8. What is structural implementation?
9. What is strategic evaluation?
10. How do you classify strategy controls?

**SECTION –B**

**Answer any FOUR questions**

**(4X10=40)**

11. State the elements in strategic management.
12. Explain the various levels of strategic management.
13. What do you understand by strategic intent? Explain the concept with corporate examples.
14. Outline the typical characteristics of a mission statement and list its components.
15. Explain horizontal and vertical integration strategies.
16. Discuss the barriers to strategy implementation.
17. Explain the evaluation techniques for strategic control.

**SECTION –C**

**Answer any TWO questions**

**(2X 20=40)**

18. Discuss the models of strategic management process.
19. Elucidate the strategic formulation process.
20. Explain retrenchment strategy? Do firms employ it?
21. What are the operational control techniques? Explain any three of them.

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