



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.B.A. DEGREE EXAMINATION – BUSINESS ADMINISTRATION

FIFTH SEMESTER – NOVEMBER 2016

BU 5506 – STRATEGIC MANAGEMENT

Date: 01-11-2016

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

PART – A

ANSWER ALL THE QUESTIONS:

(10x2=20 marks)

1. Define strategic management.
2. Give a note on functional strategy.
3. Explain the term product or service concept.
4. Give the meaning of goal.
5. What do you understand by blue ocean strategy?
6. State the meaning of concentric merger.
7. Mention any two suggestions for overcome barriers to strategy implementation.
8. What is structure?
9. Describe the meaning of strategic leap control.
10. Define premise control.

PART – B

ANSWER ANY FOUR QUESTIONS:

(4x10=40 marks)

11. Trace out the issues in strategic decision making.
12. Explain how are the objectives formulated.
13. Describe the benefits of having a vision statement in a Corporate Environment.
14. Explain generic business strategies.
15. State and explain the reasons for conglomerate diversification.
16. List out the knowledge areas required to implement a project.
17. Differentiate strategic control from operational control.

PART – C

ANSWER ANY TWO QUESTIONS:

(2 x 20 = 40 marks)

18. Explain in detail the elements of strategic management process.
19. Explain how are mission statement formulated and communicated and list out the characteristics of it?
20. Define Digitalisation. Make a comparison between digital strategy and traditional strategy.
21. Explain the participants in strategic evaluation and state the importance of it?

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