

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



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

**SIXTH SEMESTER – APRIL 2019**

**16UBC6MC01– BUSINESS STRATEGIC MANAGEMENT**

Date: 01-04-2019

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

**SECTION- A**

**Answer all the questions:(10X2=20)**

1. Differentiate between Vision and Mission.
2. What is strategic management?
3. Mention the characteristics of environment analysis.
4. Give the meaning of Logistics.
5. What is Conglomerate Diversification?
6. What is Corporate Culture?
7. Write a note on Bench marking.
8. Explain Portfolio Analysis.
9. How is resource allocation significant in strategy implementation?
10. Mention the techniques of gathering information.

**SECTION- B**

**Answer any FOUR questions: (4X10=40)**

11. State the different objectives of business.
12. List the features of a good strategy.
13. Enumerate the cost and benefits of vertical integration.
14. Discuss the need for merger and acquisition and the issues involved in it.
15. Explain McKinsey's 7-s model with an example.
16. How are capabilities and core competencies analysed internally?
17. Explain the following:
  - a) BCG Matrix.
  - b) Outsourcing

**SECTION- C**

**Answer any TWO questions:(2X20=40)**

18. Analyse the various levels of strategies.
19. Explain and illustrate SWOT, ETOP and Gap analyses.
20. Discuss the reasons for adopting generic alternative strategies and also highlight the various forms of Stability and Retrenchment strategies.
21. What is Strategic Control? Explain the objectives, process and techniques of Strategic Control.

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