



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.A. DEGREE EXAMINATION – SOCIAL WORK

FOURTH SEMESTER – APRIL 2016

SW 4810 - STRATEGIC MANAGEMENT

(HRM)

Date: 21-04-2016
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

PART – A

Answer All questions. Each answer should not exceed 50 words (10 x 2 = 20)

1. Mention the etymology of the term "Strategy"
2. What is the significance of a "Vision" statement?
3. What do you understand by "Hierarchy of Strategies"
4. What is "Logical Instrumentalism"
5. What do you mean by "Strategic Intent"?
6. Differentiate between roles of a "Leader" and "Manager".
7. Distinguish between "control" and "evaluation".
8. What is "Gap Analysis"?
9. What is balanced score card?
10. Mention any two techniques of "Environment Scanning".

PART – B

Answer any FOUR questions. Each answer should not exceed 300 words (4 x 10 = 40)

11. Elaborate on the components to be included in a "Mission" statement.
12. What are the key result areas to be included in the "Objective Setting Process" ?
13. Explain the different types of "Generic Strategies".
14. Describe salient features of "Strategic Human Resource Management".
15. Discuss the relevance of "BCG Matrix"

PART – C

Answer any TWO questions. Each answer should not exceed 600 words (2 x 20 = 40)

16. Elaborate on different types of "Grand Strategies"
17. Explain Strategic Management Process
18. Elucidate with example, the scope of internal environment analysis of a business organization.
