

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



M.A.DEGREE EXAMINATION –SOCIAL WORK

FOURTH SEMESTER – APRIL 2018

16PSW4MC06– STRATEGIC MANAGEMENT

Date: 23-04-2018

Dept. No.

Max. : 100 Marks

Time: 01:00-04:00

SECTION – A

Answer ALL questions. Answer to each question should not exceed 50 words.

10 x 2 = 20 Marks

1. List out the elements of Strategic Management.
2. State any four benefits of Strategic Management.
3. Mention the objectives and advantages of Merger.
4. What do you mean by Business Level Strategy?
5. List out any four Global HR Strategies.
6. What do you mean by Du-point Control Model?
7. Write any four salient features of Strategic Human Resource Management.
8. State any four reasons why employees resist change in the industry?
9. Differentiate Key Performance Area from Key Result Area.
10. Mention the types of Aggressive Recruitment Strategies.

SECTION – B

Answer any FOUR questions. Answer to each question should not exceed 300 words.

4 x 10 = 40 Marks

11. Briefly discuss the Two-tier corporate hierarchy in Corporate Governance.
12. Highlight the need and importance and advantages of SWOT Analysis.
13. Trace out the process of Strategic evaluation control techniques.
14. Bring out the benefits of Strategic HR Practices with suitable examples.
15. Give an account of the significance of Succession Planning.

SECTION – C

Answer any TWO questions. Answer should not exceed 600 words.

2 x 20 = 40 Marks

16. Explicate the concept, objectives, levels and process of Strategic Planning.
17. Discuss the competencies of a Strategic HRM Executive based on your Field work experience.
18. Describe in detail the Performance Management strategies with suitable illustrations.
