



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.A. DEGREE EXAMINATION – SOCIAL WORK

FOURTH SEMESTER – APRIL 2023

16/17/18PSW4MC06 – STRATEGIC MANAGEMENT

Date: 12-05-2023

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

SECTION – A

Answer ALL questions. Answer to each question should not exceed 50 words. 10 x 2 = 20 Marks

1. State the objectives of Strategic management.
2. Write the meaning of Corporate governance.
3. List out any two approaches to Organizational appraisal.
4. Mention any two subjective factors in strategic choice.
5. Name the models used in corporate portfolio analysis.
6. Specify the different types of Strategy implementation.
7. State the techniques of operational control.
8. Write the concept of Strategic evaluation.
9. List out any two recent trends in Strategic Human Resource practices.
10. Mention any four competencies of a Strategic Human resource Management executive.

SECTION – B

Answer any FOUR questions. Answer to each question should not exceed 300 words. 4 x 10 = 40 Marks

11. Write a short note on the advantages and disadvantages of the strategic planning process.
12. Illustrate the process of strategic choice and the subjective factors that can influence it.
13. Outline the different types of environmental analysis used in strategic management.
14. Describe the need and importance of SWOT Analysis in the Corporate.
15. Bring out the various types of strategy implementation.
16. Highlight the recent trends in strategic human resource management practices.

SECTION – C

Answer any TWO questions. Answer should not exceed 600 words. 2 x 20 = 40 Marks

17. Discuss the historical development of strategic management and its significance in modern business.
 18. Describe in detail the concept, features and importance of Vision and Mission Statements
 19. Elaborate on the different types of organizational appraisal techniques and their importance in strategic analysis.
 20. Describe in detail the concept and functions of strategic human resource management, and the changing trends in this field.
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