



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.B.A. DEGREE EXAMINATION – BUSINESS ADMINISTRATION

FIFTH SEMESTER – APRIL 2022

16/17/18UBU5MC01 – STRATEGIC MANAGEMENT

Date: 16-06-2022

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

PART – A

Q. No Answer ALL Questions

(10 × 2 = 20 Marks)

- 1 Recall the term 'Strategy'
- 2 Label the components of Business definition.
- 3 What is SWOT analysis?
- 4 Identify any two elements of building Core competencies.
- 5 What do you mean by Retrenchment strategy?
- 6 Recall the term Focus strategy.
- 7 Define the term Strategic alliance.
- 8 Write a note on Gap analysis.
- 9 Identify the key elements of a Strategic Budget
- 10 Define the term Strategic control.

PART – B

Answer any FOUR Questions

(4 × 10 = 40 Marks)

- 11 Enumerate the benefits of Strategic management.
- 12 Scrutinize the characteristics of a Mission statement
- 13 Demonstrate the usage of McKinsey's 7'S framework.
- 14 Analyze the challenges and benefits of Joint-ventures.
- 15 Validate BCG model framework to assess strategic choice.
- 16 Probe the organizational design and structure needed for strategy implementation.
- 17 Discuss on the techniques of Strategic evaluation.

PART – C

Answer any TWO Questions

(2 × 20 = 40 Marks)

- 18 Validate the social responsibility of business with key stakeholders.
- 19 Discuss Michael Porter five force model for assessing competition.
- 20 Enumerate the significance and application of Business level strategies.
- 21 Probe the steps involved in strategic control process.

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