

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.B.A. DEGREE EXAMINATION – BUSINESS ADMINISTRATION

FIFTH SEMESTER – APRIL 2023

UBU 5502 – STRATEGIC MANAGEMENT

Date: 11-05-2023

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

PART A

Answer ALL the questions:

(10*2=20 Marks)

1. Define the term “strategy”.
2. Identify any two differences between Vision and Mission statement.
3. Specify any two attributes of “Business Dimension”.
4. Define Environmental Scanning.
5. State any two Business Level Strategies.
6. What you mean by term Strategic Plan?
7. Mention any two techniques of Behavioural Implementation.
8. What is Operational Implementation?
9. Define the term “Strategic Budget”.
10. Identify any two participants involved in Strategic Evaluation.

PART B

Answer any FOUR questions:

(4*10=40 Marks)

11. Discuss the nature & benefits of Strategic Management.
12. Explain the characteristics of Mission Statement.
13. Prepare a SWOT profile for a low cost airline company.
14. Explain the various forms of Corporate Level Strategies.
15. Explain the barriers affecting the Strategic Implementation Process.
16. Explain the importance of Organisational structure and design needed for strategy implementation.
17. Explain the nature & importance of Strategic Evaluation and control.

PART C

Answer any TWO questions:

(2*20=40 Marks)

18. Explain the techniques involved in organisational appraisal.
19. Explain the different forms of business strategies.
20. Enumerate the various Functional & Operational policies needed for Strategy Implementation.
21. Discuss the role of organizational systems in strategic evaluation and control.

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