



LOYOLA COLLEGE (AUTONOMOUS) CHENNAI – 600 034

B.B.A. DEGREE EXAMINATION – BUSINESS ADMINISTRATION

FIFTH SEMESTER – APRIL 2025

UBU 5502 – STRATEGIC MANAGEMENT



Date: 28-04-2025

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

SECTION A - K1 (CO1)

Answer ALL the Questions

(10 x 1 = 10)

- 1. Answer the following**
 - a) Stretch
 - b) Internal environment
 - c) Retrenchment strategy
 - d) Strategic leadership
 - e) Strategic surveillance
- 2. Fill in the blanks**
 - a) A _____ is a long-term plan that outlines how an organization will achieve its goals.
 - b) The _____ environment consists of factors like competitors, suppliers, and customers that affect a company's ability to implement strategy.
 - c) _____ is a corporate-level strategy in which a company seeks to offer new products or services to new markets.
 - d) A _____ is a tool used to translate a company's vision and strategy into operational objectives across four perspectives namely financial, customer, internal processes, and learning & growth.
 - e) Strategic evaluation helps in identifying _____, which are areas where actual performance deviates from the expected results.

SECTION A - K2 (CO1)

Answer ALL the Questions

(10 x 1 = 10)

- 3. Match the following**
 - a) Mission Statement - evaluating and adjusting strategies based on performance and outcomes.
 - b) Environmental Scanning- core purpose and primary objectives of an organization.
 - c) Corporate Strategy - analysing environments to identify opportunities and threats
 - d) Resource Allocation – involve decisions about multiple business units.
 - e) Strategic Control- assigning financial, human, and material resources to execute a strategy.
- 4. True or False**
 - a) Strategic management is only important for large organizations.
 - b) Strategy formulation is the final step in the strategic management process.
 - c) PESTLE analysis is a common tool used in strategic analysis.
 - d) Functional strategies are primarily short-term in nature.
 - e) Corrective actions may be taken if strategies are not meeting desired outcomes.

SECTION B - K3 (CO2)

Answer any TWO of the following in 100 words each.

(2 x 10 = 20)

5. Identify the strategic objectives, and state how do they align with our vision and mission.
6. Develop the organisational capability factors that are important for strategic management.
7. Identify the nature of strategic implementation.
8. Construct the process of strategic evaluation.

SECTION C – K4 (CO3)

Answer any TWO of the following in 100 words each. (2 x 10 = 20)

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| 9. | Examine the nature and benefits of Vision. |
| 10. | Classify the different ways to structure an organizational appraisal. |
| 11. | List out the factors that can influence strategic choice and explain it. |
| 12. | Analyse the challenges that can arise when implementing a strategy |

SECTION D – K5 (CO4)

Answer any ONE of the following in 250 words (1 x 20 = 20)

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| 13. | Assess various issues which can affect Strategic Decision-Making process with suitable examples. |
| 14. | Evaluate the methods and techniques used in organization appraisal. |

SECTION E – K6 (CO5)

Answer any ONE of the following in 250 words (1 x 20 = 20)

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| 15. | Elaborate the main types of corporate-level strategies. |
| 16. | Discuss the significance and components of strategic evaluation and control. |

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