

**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**



**B.B.A.DEGREE EXAMINATION –BUSINESS ADMINISTRATION**

**FIFTH SEMESTER – NOVEMBER 2018**

**BU 5506– STRATEGIC MANAGEMENT**

Date: 25-10-2018  
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

**SECTION A**

**ANSWER ALL THE QUESTIONS (10x2=20 marks)**

1. Define strategic management.
2. What is strategy formulation?
3. Explain vision.
4. List out the different levels of strategic planning.
5. What is value creation?
6. What is stability strategy?
7. What is corrective action?
8. Explain strategic intent.
9. What is social responsibility?
10. What is ETOP?

**SECTION B**

**ANSWER ANY FOUR QUESTIONS (4x10=40 marks)**

11. State the features of a strategic plan.
12. Explain the dimensions of strategic decisions.
13. Explain the various types of strategies.
14. State the roles and characteristics of objectives.
15. State the various components of a mission statement.
16. Explain the various types of stability strategies.
17. State the advantages of corporate strategy.

**SECTION C**

**ANSWER ANY TWO QUESTIONS (2x20=40 marks)**

18. Illustrate the elements of hierarchy of strategic intents.
19. Explain the various causes of growing concern for social responsibility.
20. Discuss the various levels of strategy formulation.
21. Explain the general categories in grand strategies.

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