

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



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

**FIFTH SEMESTER – NOVEMBER 2019**

**16/17UBU5MC01 – STRATEGIC MANAGEMENT**

Date: 29-10-2019

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

**PART A**

**Answer ALL questions**

**(10x2=20)**

1. Define Strategic Management.
2. What are the various levels of strategy?
3. List the hierarchy of Strategic Intent.
4. Give the meaning of “Turbulent Environment”.
5. What is focus strategy?
6. What do you mean by competitive tactics?
7. What is gap analysis?
8. What is corporate restructuring?
9. Explain the term “Portfolio Analysis”.
10. What is strategic control?

**PART B**

**Answer any FOUR questions**

**(4x10=40)**

11. What are the components of an organizational mission? Illustrate with examples. What is the role of organizational mission in strategy formulation?
12. Explain the importance and limitations of SWOT analysis.
13. What are the different forces that shape competition in an industry? Illustrate your answer with example of an industry.
14. What is differentiation strategy? Is it sustainable in the long-run? Explain with examples.
15. Discuss the benefits and techniques of strategic implementation.
16. What are the reasons for adopting merger strategy? Discuss the reasons for failure of mergers.
17. Explain the elements of strategic management process.

**PART C**

**Answer any TWO questions**

**(2x20=40)**

18. Explain the nature and importance of strategic management.
19. What are the factors that are relevant for analyzing an industry?
20. What do you mean by generic business strategies? Discuss Michael Porter’s approach to defining competitive strategies.
21. Discuss the relative benefits and costs of vertical integration. What are the issues involved in vertical integration decisions?

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