

**STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600 086**  
**(For candidates admitted during the academic year 2016-17)**  
**COURSE CODE: 16CM/MC/ST64**

**B.B.A DEGREE EXAMINATION APRIL 2021**  
**BUSINESS ADMINISTRATION**  
**SIXTH SEMESTER**

**COURSE: MAJOR ELECTIVE**

**PAPER : STRATEGIC MANAGEMENT**

**TIME : 90 MINUTES**  
**50**

**MAX. MARKS:**

**Section A**

**Answer all the questions:**

**(7x2=14)**

1. Define Vision
2. Write about benchmarking
3. List any four non-financial performance indicators
4. Mention any four growth strategies
5. What are the different levels of strategy?
6. List the external stakeholders of a company
7. Write any four advantages of functional organisational structure.

**Section B**

**Answer any two questions:**

**(2x8 =16)**

8. Describe the control process in strategy implementation model.
9. Explain any five innovations which impacted the businesses.  
Analyse the effect of these innovations on the companies.
10. Write a detail note on the issues in objective setting in an organisation

**Section C**

**Answer any one question:**

**(1x20=20)**

11. Elucidate generic business level strategies and indicate their applications.
12. Elaborate marketing and financial strategies with illustrations.

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