

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.
(For candidates admitted during the academic year 2016-17)

SUBJECT CODE:16CM/MC/ST64

B.B.A. DEGREE EXAMINATION APRIL 2019
BUSINESS ADMINISTRATION
SIXTH SEMESTER

COURSE : MAJOR – CORE
PAPER : STRATEGIC MANAGEMENT
TIME : 3 HOURS

MAX. MARKS: 100

Section A

Answer ALL the questions.

(10 x 2 = 20)

1. Explain the concept of 'Strategy'.
2. What are the objectives of Business?
3. What is meant by organisational purpose or mission?
4. What are Corporate objectives?
5. What is Internal environment?
6. List out the different types of Strategies.
7. What is SWOT Analysis?
8. Explain the term 'Financial strategy'.
9. What do you mean strategy implementation?
10. What are the barriers to effective strategy implementation?

Section B

Answer Any FIVE questions.

(5 x 8 = 40)

11. Why firms should engage in Strategic management?
12. Distinguish between Corporate strategy and Business strategy.
13. Write short note on (i) Chain of command (ii) Value chain analysis.
14. What are the difference between functional and operational strategy?
15. Explain the major aspects of process of strategy implementation.
16. What is the criteria for evaluating a strategy?
17. What are the aspects Corporate strategy?

Section C

Answer Any TWO questions.

(2 x 20 = 40)

18. Explain the basic model of Strategic management and state its benefits.
19. What is Corporate Governance? Analyse in the Indian Context.
20. Describe the major groups of external environment.
21. Explain the nature of Management planning and control system relevant to strategy implementation.
