

D6BCP2001

Reg.No.....

Name:

SIXTH SEMESTER B.COM DEGREE EXAMINATION, APRIL 2023

(Regular/Improvement/Supplementary)

B.COM PROFESSIONAL

GBCP6B25T: STRATEGIC MANAGEMENT

Time: 3 Hours

Maximum Marks: 80

PART A: Answer all the questions. Each carries one mark.

Choose the correct answer.

1. Which one among the following is not an external environment factor?
 A) Government B) Employees C) Culture D) Demography
2. What do you call the gap between the actual revenue and the desired revenue?
 A) Margin Difference B) Performance Gap C) Expansion Gap D) Market Loss
3. Financial strategy of an organization is essentially concerned with procurement and utilization of funds.
 A) Marketing Strategy B) Portfolio Strategy C) Financial Strategy D) Cost Strategy
4. Increasing the share holders net worth is a part of.....
 A) Wealth Maximization B) Profit Maximization
 C) Revenue Maximization D) Asset Maximization
5. Who developed the quality concept of Six Sigma?
 A) Bill Smith B) Bill Edwards C) Carry Anderson D) Jeff Smith

Fill in the Blanks.

6. refers to favorable external factors that could give an organization a competitive advantage.
7. links the services and products of a company to a social cause or issue.
8. refers to the hierarchy of responsibilities and authority within an organization.
9. implies an independently managed division of a large company, having its own vision, mission and objectives.
10. refers to a set of quality control tools that businesses can use to eliminate defects.

(10 × 1 = 10 Marks)

(PTO)

PART B: Answer any *eight* questions. Each carries *two* marks.

11. Briefly explain the concept of Vision.
12. What do you mean by 'Opportunity' in SWOT analysis?
13. Briefly Explain Demographic Environment.
14. What is a 'Dog' in the BCG matrix?
15. What do you mean by Cost leadership?
16. Comment on 'Bottom Line' in finance.
17. Mention any two limitations of the Divisional Structure of Organization.
18. What is an integrated system in management?
19. Explain any two importance of quality management.
20. What do you mean by continuous improvement?

(8 × 2 = 16 Marks)

PART C: Answer any *six* questions. Each carries *four* marks.

21. Differentiate between a Cash cow and a Dog in BCG Matrix.
22. Explain the different stages in implementing a growth strategy.
23. What do you mean by a joint venture? Explain the advantages of Joint Ventures.
24. Differentiate between market research and marketing research.
25. What do you mean by the term 'Profit Center'?
26. Explain the contemporary issues in Strategic management.
27. What is Business process re-engineering?
28. Explain the different ways in which strategic performance can be improved.

(6 × 4 = 24 Marks)

PART D: Answer any *two* questions. Each carries *fifteen* marks.

29. What do you mean by Strategic levels in an organization? Explain the different strategies using relevant examples.
30. What is Supply Chain Strategy? Critically evaluate the role of SCM strategies in the competitive market.
31. What do you mean by an organizational structure? Illustrate the SBU structure of an organization.

(2 × 15 = 30 Marks)