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SIXTH SEMESTER B.Com DEGREE EXAMINATION, APRIL 2024

(Regular/Improvement/Supplementary)

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. The ___ of a company is variously called a statement of philosophy, a statement of beliefs, and a statement of purpose.
A) Mission statement B) Vision statement C) Quality principles D) Policy
2. Functional strategies are sometimes called
A) Process strategies B) Corporate strategies
C) Business-unit level strategies D) Operational strategies
3. In addition to environmental analysis, organizations need to assess their internal strengths and weaknesses. This is done through _____.
A) SWOT analysis B) Scenario building C) PEST analysis D) Benchmarking
4. The BCG model is also known as _____.
A) Johari Window B) Evaluation matrix
C) Generic strategy model D) Portfolio matrix
5. The purpose of this process is to improve the quality of an organization's output, including goods and services, through continual improvement of internal practices
A) Total Quality Management B) Quality Management Circle
C) Strategic Quality Management D) Non of the above

Fill in the Blanks.

6. SBU stands for _____
7. In BCG Matrix, a product has relatively high Market share and Market Growth, this position is depicted as _____
8. TOWS stand for _____
9. No-Change Strategy comes under _____
10. Amendment of law would part of the _____ environment.

(10 x 1 = 10 Marks)

(PTO)

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

11. Define strategic management.
12. State the term Competitive environment
13. What do you mean by strategic alliances?
14. What are the types of joint ventures?
15. Define market segmentation.
16. What is competitive advantages?
17. How dose six sigma work?
18. What do you mean by strategic performance?
19. State the term 'strategic review'
20. What are the issues of functional strategy?

(8 × 2 = 16 Marks)

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

21. What do you mean by profit centres?
22. State the influence of corporate strategy in large scale business organisation.
23. What is environmental scanning? How it is possible?
24. How do you formulate a strategy at corporate level?
25. What are the determinants of strategic advantages?
26. State the criticisms levelled against BCG matrix.
27. Briefly explain TQM.
28. Discuss the role of business process re-engineering.

(6 × 4 = 24 Marks)

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

29. What is a company mission? Explain its importance in strategic management.
30. Describe the major areas of financial strategies.
31. What are the determinants of organisational structure? Point out the benefits of a good organisational structure.

(2 × 15 = 30 Marks)