

D6BCP2201

Reg. No.....

Name: .....

**SIXTH SEMESTER UG DEGREE EXAMINATION, APRIL 2025**

**(Regular/Improvement/Supplementary)**

**B.COM. PROFESSIONAL**

**GBCP6B25T: STRATEGIC MANAGEMENT**

**Time: 3 Hours**

**Maximum Marks: 80**

**PART A: Answer the following questions. Each carries *one* mark.**

**Choose the correct answer.**

1. Which among the following is defined by the Corporate strategy of an organization?  
A) Short Term Objectives. C) Long-Term objectives.  
B) Segment Objectives. D) Customer based targets.
2. What do we call those set of products, which generate high income but also consume large amounts of company?  
A) Cash Cow. C) Dog.  
B) Star. D) Question Mark.
3. \_\_\_\_\_ strategy of an organization is essentially concerned with improving sales and achieving leadership in the economy.  
A) Financial Strategy. C) Marketing Strategy.  
B) Portfolio Strategy. D) Cost Strategy.
4. Increasing the share holders net worth is a part of \_\_\_\_\_.  
A) Wealth Maximization. C) Revenue Maximization.  
B) Profit Maximization. D) Asset Maximization.
5. Who/What should be the center of TQM procedure?  
A) Profit. B) Customer. C) Volume. D) Diversity.

**Fill in the blanks.**

6. McDonald changing its product line for India is an example of \_\_\_\_\_ influence.
7. \_\_\_\_\_ includes multiple areas of focus as part of a comprehensive marketing plan.
8. \_\_\_\_\_ is a marketing strategy where a company markets their product in a subtle way.
9. In \_\_\_\_\_ organizations are divided into specialized groups with specific roles and duties.
10. \_\_\_\_\_ refers to a set of quality control tools that businesses can use to eliminate defects.

**(PTO)**

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

11. Define Marketing Analysis.
12. Explain any two advantages of an SBU.
13. Briefly explain the concept of Mission.
14. Define Combination strategy.
15. What is Profit maximization?
16. What do you mean by the term Business Environment?
17. What do you mean by batch production?
18. Define 'Profit Center'.
19. Differentiate between Internal and External Environment.
20. What do you mean by 'Strength' in SWOT analysis?

**(8 × 2 = 16 Marks)**

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

21. Explain the scope of financial Strategies.
22. Differentiate between product layout and process layout.
23. Critically evaluate the role of strategic management in cross border trading.
24. Differentiate between Corporate and Business strategies.
25. What is the strategic role of an HR manager?
26. What is SBU Structure of an organization?
27. How the economic environment affects a business? Explain using relevant examples.
28. What do you mean by Bench marking?

**(6 × 4 = 24 Marks)**

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

29. What is BCG matrix? Illustrate and explain the BCG matrix components using relevant examples.
30. What do you mean by Total Quality management? Explain the different focus areas of TQM.
31. What do you mean by Strategy implementation? Explain in detail the different steps involved in strategy implementation.

**(2 × 15 = 30 Marks)**