D6BCP2301 **Reg. No.............................**

Name: ....

SIXTH SEMESTER UG DEGREE EXAMINATION, APRIL 2026

(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. The legal environment of business primarily involves:
   A) Technological advancements B) Social trends and cultural factors
   C) Compliance with laws and regulations D) Global market competition
2. Which of the following is NOT a characteristic of strategic management?
   A) Long-term focus B) Resource allocation
   C) Routine operational activities D) Competitive advantage
3. In the BCG matrix, which of the following represents a business unit with high growth potential but low market share?
   A) Star B) Cash Cow C) Question Mark D) Dog
4. Which of the following is NOT one of the 4 P's of the marketing mix?
   A) Product B) Price C) Process D) Promotion
5. Effective logistics and supply chain management helps a business by:
   A) Increasing operational costs B) Ensuring timely and cost-effective delivery of products
   C) Managing employee relations D) Focusing solely on financial accounting

Fill in the Blanks.

6. ________ environment refers to the impact of technological advancements and innovations on business strategies.
7. ________ Strategy focuses on specific areas or departments within an organization, such as marketing or finance, to support broader organizational goals.
8. Acquiring funds involves securing ________ for the business through debt, equity, or internal financing.
9. _______ refers to the process of translating a company's strategy into actionable steps and ensuring that the strategy is executed effectively.
10. A ________ statement outlines the purpose and core values of a business, guiding its decisions and actions.

(10 × 1 = 10 Marks)

Part B. Answer any *eight* questions. Each carries *two* marks.

11. Define strategic planning.
12. What are profit centers?
13. Name one technique used in developing a marketing strategy.
14. Describe the major areas of financial strategies.
15. Mention the three levels of strategy in an organization.
16. What is meant by functional strategy in business management?
17. Define strategic management.
18. What is operations planning and control?
19. Define Strategic Business Unit (SBU).
20. What is the role of objectives in strategic management?

(8 × 2 = 16 Marks)

Part C. Answer any *six* questions. Each carries *four* marks.

21. Define the marketing mix and explain how each of the 4 P's contributes to a successful marketing strategy.
22. Discuss the various methods a business can use to acquire funds.
23. Explain the three levels of strategy in an organization: corporate, business-level, and functional strategy.
24. Discuss the application and limitations of the BCG Matrix.
25. What is the strategic role of an HR manager in a business?
26. Explain the Six Sigma methodology.
27. What is the difference between corporate strategy and business-level strategy?
28. Define benchmarking and explain its role in strategic management.

(6 × 4 = 24 Marks)

Part D. Answer any *two* questions. Each carries *fifteen* marks.

29. Discuss mergers and acquisitions as strategic alternatives. What are the advantages and challenges of mergers and acquisitions? Explain with example.
30. What are Strategic Business Units (SBUs), and why are they important? What are the behavioural challenges in strategy execution?
31. Discuss the principles of Total Quality Management (TQM) and its importance in achieving continuous improvement within an organization

(2 × 15 = 30 Marks)