D6BHC2304 (PAGES: 2) **Reg. No.............................**

Name: ....

SIXTH SEMESTER UG DEGREE EXAMINATION, APRIL 2026

(Regular/Improvement/Supplementary)

B.COM HONOURS

GBCH6E03T: STRATEGIC MANAGEMENT

Time: 3 Hours **Maximum Marks: 80**

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

Choose the Correct Answer.

1. ______ signify the final end result which are to be achieved over a period of time as planned by the management.

   A) Vision B) Mission C) Objective D) Goal

2. In BCG matrix, a product has relatively low market growth and high market share, this position is depicted as _______.

   A) Cash cow B) Dogs C) Star D) Question mark

3. When a firm is able to perform an activity that is distinct or different from that of its rivals.

   A) Competency B) Competitive advantage C) Strategy D) Grand strategy

4. _______ is an agreement between two or more parties to pursue a set of agreed upon objectives needed while remaining independent organisations.

   A) Strategic alliance C) Takeover strategy

   B) Acquisition strategy D) Joint venture strategy

5. The purpose of this process is to improve the quality of an organisation's output, including goods and services, through continual improvement of internal practices.

   A) Strategic Quality Management C) Core Competency

   B) Gap Analysis D) Total Quality Management

Fill in the Blanks.

6. SBU stands for ____________.
7. ________ is the process that organisations use to monitor their internal and external environments to identify opportunities and treats that may affect their business.
8. No change in strategy comes under _________ strategy.
9. ______ is a tool of strategic management that allows the organisation to set goals and measure productivity, on the basis of the best industry practices.
10. ______ is merger between firms that are involved in totally unrelated business activities.

(10 × 1 = 10 Marks)

(PTO)

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

11. What do you understand by SWOT analysis?
12. What is business process re-engineering?
13. Differentiate between Corporate strategy and Functional strategy.
14. Comment on strategic control.
15. What is conglomerate merger?
16. Define Strategic Management.
17. How mission differs from vision?
18. What is Environment Scanning?
19. Comment on Strategic business unit.
20. What is six-sigma?

(8 × 2 = 16 Marks)

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

21. Explain BCG Matrix. Discuss its relevance in present context with suitable example.
22. Discuss the various forms of growth strategy with example.
23. Write about the difference between SWOT analysis and TOWS matrix.
24. Explain the concept of TQM with its benefits and limitations.
25. What is strategic alliance? Describe its types.
26. What is SBU? Explain its advantages and disadvantages.
27. "The study of environment is relevant for strategic management process". Discuss.
28. Define benchmarking. Explain the types of benchmarking.

(6 × 4 = 24 Marks)

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

29. Define functional strategy. Explain the various functional strategies in an organisation.
30. Discuss strategic control process. What are the different techniques of strategic evaluation and control?
31. What is strategic management? Explain its benefits and process.

(2 × 15 = 30 Marks)