

(FOR THE CANDIDATES ADMITTED
DURING THE ACADEMIC YEAR 2020-21 ONLY)

SUBJECT CODE **20 UPA 618**

REG.NO.

N.G.M.COLLEGE (AUTONOMOUS) : POLLACHI

END-OF-SEMESTER EXAMINATIONS : MAY – 2023

B.Com. – P.A.

MAXIMUM MARKS: 70

VI SEMESTER

TIME : 3 HOURS

**PART – III
STRATEGIC MANAGEMENT**

SECTION – A (10 X 1 = 10 MARKS)

ANSWER THE FOLLOWING QUESTIONS.

MULTIPLE CHOICE QUESTIONS.

(K1)

1. Strategy is developed by the visionary chief executive in _____ mode of strategic Management.
a) planning b) adaptive c) strategic d) entrepreneurial
2. Stability strategy is a _____ strategy .
a) corporate level b) business level c) functional level d) strategic level
3. Marketing strategy is a _____ type of strategy .
a) business level b) growth strategy c) corporate strategy d) functional strategy
4. A possible and desirable future state of an organization is called _____.
a) mission b) vision c) strategy implementation d) strategy formulation
5. Selling all of companies assets in parts for their tangible worth is called _____.
a) divestiture b) concentric diversification c) liquidation d) unrelated integration

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES.

(K2)

6. Define strategic Group?
7. What do you mean by strategic myopia?
8. What is corporate strategy?
9. Define Ethics.
10. Define corporate governance.

(CONTD 2)

SECTION – B
ANSWER EITHER (a) OR (b) IN EACH OF THE
FOLLOWING QUESTIONS.

(5 X 4 = 20 MARKS)

(K3)

11. a) How do socio-cultural factors affect business?
(OR)
b) List any four components of macro economics.
12. a) Explain the objectives of strategic management.
(OR)
b) What are strategic imperatives?
13. a) Explain the portfolio management process.
(OR)
b) Describe the role of BCG GE matrix in strategic planning.
14. a) Explain the strategy for improving organizational effectiveness.
(OR)
b) List any four functional strategies.
15. a) Describe the role of profit centers in an organization.
(OR)
b) What are the five basic leadership styles?

SECTION – C

(4 X 10 = 40 MARKS)

ANSWER ANY FOUR OUT OF SIX QUESTIONS

(16th QUESTION IS COMPULSORY AND ANSWER ANY THREE QUESTIONS
(FROM Qn. No : 17 to 21)

(K4 (Or) K5)

16. Discuss the advantages of competitive environment in strategic management.
17. Explain the strategic levels in organizations.
18. Explain Equity Portfolio Management.
19. What is meant by HR strategy and explain its types.
20. Elucidate the market segmentation and describe its types.
21. Distinguish between strategic implementation and control.

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