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(FOR THE CANDIDATES ADMITTED  
DURING THE ACADEMIC YEAR 2019 ONLY)

19 UPA 618

REG.NO. :

N.G.M.COLLEGE (AUTONOMOUS) : POLLACHI  
END-OF-SEMESTER EXAMINATIONS: JULY 2022

B.Com.PA  
VI SEMESTER

MAXIMUM MARKS: 75  
TIME: 3 HOURS

**PART - III**

**STRATEGIC MANAGEMENT**

**SECTION - A (10 X 1 = 10 MARKS)**

**ANSWER THE FOLLOWING QUESTIONS.**

**MULTIPLE CHOICE QUESTIONS.**

**(K1)**

1. What are the means by which Business long term objectives will be achieved by \_\_\_\_\_.  
a) Strategies      b) Policies      c) Strength      d) Opportunities
2. Marketing Strategy is a \_\_\_\_\_ type of Strategy.  
a) Business Level      b) Growth Level      c) Corporate Level      d) Functional Level
3. In the BCG Matrix, what is the label of vertical axis?  
a) Business Strength      b) Industry Growth Rate      c) Market share      d) Market Growth rate
4. What is the starting point of strategic Intent?  
a) Vision      b) Mission      c) Objectives      d) Goal
5. An organization that is diversifying its product line is exhibiting what kind of strategy?  
a) Stability      b) Growth      c) Retrenchment      d) Maintenance

**ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES**

**(K2)**

6. Define Business Environment.
7. Define Business strategy.
8. Write down the abbreviation of SWOC Analysis.
9. Define Logistics Strategy.
10. Abbreviation of SBU.

**(CONTD...2)**

**SECTION – B****(5 X 5 = 25 MARKS)****ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS. (K3)**

11. a) Discuss the Concept of Business Environment.  
(OR)  
b) Explain the process and limitations of environmental analysis
12. a) Describe the essential characteristics of a mission statement.  
(OR)  
b) Elaborate Business policy and strategic management?
13. a) Explain the BCG model. What are its limitations?  
(OR)  
b) Discuss how strategies are formulated in a business concern.
14. a) List out the types of Functional strategies.  
(OR)  
b) Discuss in detail marketing strategy.
15. a) Discuss how SBU's can be established.  
(OR)  
b) Discuss how profit centers by business are established.

**SECTION - C****(4 X 10 = 40 MARKS)****ANSWER ANY FOUR OUT OF SIX QUESTIONS****(16<sup>th</sup> QUESTION IS COMPULSORY AND ANSWER ANY THREE QUESTIONS****(FROM Qn. No : 17 to 21)****(K4 (Or) K5)**

16. What is environmental analysis? Explain the process of strategic management, highlighting the role of environmental analysis.
17. Distinguish between Vision and Mission statements. What are their importance in the strategic management process?
18. "SWOC analysis is a very crucial element of strategic planning" Discuss.
19. "Human Resource Strategy is Vital in an organization development" Discuss.
20. "Financial strategy implementation needs important observation" Discuss.
21. Leadership style, corporate culture, values and ethics play a crucial role in Effective implementation strategy. Comment.

