

(FOR THE CANDIDATES ADMITTED

SUBJECT CODE **21PCO2E1**

DURING THE ACADEMIC YEAR 2021-22 ONLY)

REG.NO. :

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

END-OF-SEMESTER EXAMINATIONS : JULY – 2022

M.Com.

MAXIMUM MARKS: 70

SEMESTER: II

TIME : 3 HOURS

STRATEGIC MANAGEMENT

SECTION - A

(10 X 1 = 10 MARKS)

ANSWER THE FOLLOWING QUESTIONS.

(K1)

1. Tell a possible and desirable future state of an organisation is called.....
 - a) Mission
 - b) Vision
 - c) Strategy implementation
 - d) Strategy formulation
2. In BCG matrix, what is the label of the vertical axis?
 - a) Relative market share
 - b) Business strength
 - c) Industry growth
 - d) Market growth
3. What is the central purpose of strategic evaluation-----
 - a) Evaluate effectiveness of strategy to achieve organisational objectives
 - b) Evaluate effectiveness of control system to measure achievements
 - c) Evaluate effectiveness of strategy to be implemented efficiently
 - d) Evaluate effectiveness of the strategy implementation process
4. Show the value chain is subdivided into two main headings, these are primary and-----
 - a) Peripheral activities
 - b) Supportive activities
 - c) Secondary activity
 - d) Outsourced activity
5. Which is not an Indian multinational company-----
 - a) Unilever
 - b) Asian paints
 - c) Piramal
 - d) Wipro

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES.

(K2)

6. Define the term strategy.
7. What is GE model?
8. What is the purpose of strategic plan?
9. What is strategy module?
10. What is MNC?

(CONTD.....2)

SECTION – B**(5 X 4 = 20 MARKS)****ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.****(K3)**

11. a) Describe what are the essentials of strategy?
(OR)
b) List out the limitation of strategic management.
12. a) What are the features of environment?
(OR)
b) Find the ETOP as a technique of environmental analysis.
13. a) Briefly explain the process of strategy formulation.
(OR)
b) Describe the guidelines for effective strategy control system?
14. a) Interpret in detail on porters value chain approach.
(OR)
b) Compare the problems faced by small and medium enterprise in India?
15. a) Assess the levels of strategy used in MNC?
(OR)
b) Discover the characteristics of MNC.

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)****Q.No 16 is Compulsory**

16. Discuss the nature and scope of strategic management.
17. Summarise the relevance and the use of BCG matrix.
18. Construct the basic principles of organisation structure for implementation of strategy?
19. Evaluate the various traditional types of E-commerce business model?
20. Interpret the different problems involved in strategic alliance?
21. Determine the risks and challenges faced by MNC'S.