

(FOR THE CANDIDATES ADMITTED
DURING THE ACADEMIC YEAR 2021

ONLY)

(NO. OF PAGES: 2)

SUB CODE **21UPA619**

REG.NO.

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

END-OF-SEMESTER EXAMINATIONS : MAY-2024

B.Com – (PA)

MAXIMUM MARKS: 70

SEMESTER VI

TIME : 3 HOURS

PART - III

STRATEGIC MANAGEMENT

SECTION – A

(10 X 1 = 10 MARKS)

ANSWER THE FOLLOWING QUESTIONS.

1. Which of the following is not a feature of Business environment? **(K1)**
(a) Interrelated Elements (b) Dynamics
(c) Complexity (d) Continuous
2. The fundamental purpose for the existence of any organization is described by its _____,
(a) Business Mission (b) Strategic Management
(c) Business Policy (d) Corporate Strategy
3. What does Stars symbolize in BCG matrix?
(a) Introduction (b) Growth
(c) Maturity (d) Decline
4. Human resource strategy is concerned with the employed in an organization. _____
(a) Resources (b) People
(c) Assets (d) All of the above
5. _____ is a process through which a strategy is put into action.
(a) Strategic analysis (b) Strategy implementation
(c) SWOT analysis (d) Strategic turnaround

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES

6. What is global Environment? **(K2)**
7. Define the term Business Policy.
8. What is Strategic Planning?
9. Define the term financial strategy.
10. What is strategic control?

SECTION – B

(5 X 4 = 20 MARKS)

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

11. (a) Examine the Characteristics of Business Environment. **(K3)**

(Or)

- (b) Classify the types of Competitive environment.

(COND..2)

/2/

12. (a) State the importance of business policy.
(Or)
(b) Distinguish between Business policy and Strategic Management.
13. (a) State the objectives of portfolio Management.
(Or)
(b) Ensure the types of Portfolio Management.
14. (a) Discuss the Limitations of the Functional strategy
(Or)
(b) Narrate the types of financial strategies.
15. (a) Expand the process of strategic implementation.
(Or)
(b) Explain the types of Strategic management control.

SECTION - C

(4 X 10 = 40 MARKS)

ANSWER ANY FOUR OUT OF SIX QUESTIONS (16th QUESTION IS COMPULSORY AND ANSWER ANY THREE QUESTIONS)

16. Enumerate the Components of Global environment. (K4)
17. Determine the features of Business Environment
18. Explain the difference steps in integrated Business policy and Strategic Management.
19. Describe the methods for portfolio analysis Strategic Management.
20. Elaborate the Components of Marketing strategy.
21. Classify the types of leadership challenges.