

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

END-OF-SEMESTER EXAMINATIONS : MAY – 2024

M.Com.

MAXIMUM MARKS: 75

SEMESTER - II

TIME : 3 HOURS

STRATEGIC MANAGEMENT

SECTION – A

(10 X 1 = 10 MARKS)

ANSWER THE FOLLOWING QUESTIONS.

(K1)

1. Strategic management is mainly the responsibility of.....
 - a) Lower management
 - b) Middle management
 - c) Top management
 - d) All of the above
2. What does the GE9 Cell Model consider for assessing business attractiveness?
 - a) Market share and growth rate
 - b) Market competitiveness
 - c) Business strengths and weaknesses
 - d) Customer preferences
3. In the context of strategy evaluation, what is the role of a Strategic Information System (SIS)?
 - a) Assessing employee satisfaction
 - b) Monitoring competitors' strategies
 - c) Evaluating financial performance
 - d) Facilitating information flow for strategic decision-making
4. What is a key characteristic of strategic thinking?
 - a) Short-term focus
 - b) Reactive approach
 - c) Long-term perspective
 - d) Isolation from market trends
5. TNC is an abbreviation for.....
 - a) Transnational Corporation
 - b) Territorial National Company
 - c) Targeted Networking Conglomerate
 - d) Technological Nexus Corporation

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES

(K2)

6. Write the mission statement of any one company.
7. Define Industry Analysis.
8. Differentiate between Structure and strategy.
9. Define non-profit Organisation.
10. What is meant by strategic alliances?

(CONTD ... 2)

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

11. a) Apply the role of Strategic Decision-Making.

(OR)

- b) Distinguish between Goal and Objectives of Business.

12. a) List the main types of Barriers to Entry as mentioned in Poster’.

(OR)

- b) How would you demonstrate ETOP as a technique of environmental analysis?

13. a) Examine the key components of a strategic plan.

(OR)

- b) Assess the barriers to implementation of strategy.

14. a) Describe the concept of virtual value chain.

(OR)

- b) Compare the problems faced by small and medium enterprise in India.

15. a) Interpret the management strategies of MNC’s.

(OR)

- b) List the types of strategic alliance.

SECTION – C**(5 X 8 = 40 MARKS)****ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.****(K4 (Or) K5)**

16. a) Discuss the various types of Strategies.

(OR)

- b) Analyze the limitations of Strategic Management.

17. a) Evaluate the Porters approach in to Industry analysis through the six forces model given by him.

(OR)

- b) Summarize the BCG and GE MATRIX for portfolio analysis in business.

18. a) Construct the basic principles of organisation structure for implementation of strategy.

(OR)

- b) Discuss the importance of strategic information system.

19. a) Examine the role of technology and innovation in strategic management with examples.

(OR)

- b) Evaluate the various traditional types of E-commerce business model.

20. a) Criticize the different problems involved in strategic alliance.

(OR)

- b) Categorise the benefits and Limitations of MNC’s.