

(FOR THE CANDIDATES ADMITTED

22PIB416

DURING THE ACADEMIC YEAR 2022 ONLY)

REG.NO. :

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

END-OF-SEMESTER EXAMINATIONS : MAY 2024

M.Com. IB(SF)

MAXIMUM MARKS : 50

SEMESTER : IV

TIME : 3 HOURS

22PIB416 – GLOBAL BUSINESS STRATEGIES

SECTION – A

(10 X 1 = 10 MARKS)

ANSWER THE FOLLOWING QUESTIONS.

(K1)

1. Which of the following is NOT a component of the general environment scanning process?

a) Social factors b) Political factors c) Competitor analysis d) Economic factors

2. ____ planning involves day-to-day operations and short-term goals.

a) Tactical b) Operational c) Strategic d) Functional

3. ____ categorizes products by market growth and relative share.

a) BCG approach b) IA-BS matrix c) Experience curve d) Life-cycle approach

4. Future strategic management considers _____

a) Adaptation b) Dynamics c) Strategy d) Systems

5. Porter's Five Forces assesses _____

a) Financial ratios b) Customer satisfaction c) Internal efficiency d) Market competition

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES

(K2)

6. Interpret does general environment scanning entail in business analysis?

7. Distinguish between a company's mission and its vision?

8. Recite an example of how cost dynamics impacts a product's competitiveness.

9. Translate the Du Pont's control model.

10. Infer the key factors in industry analysis?

SECTION – B

(5 X 3 = 15 MARKS)

ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS. (K3)

11. a) Describe the importance of internal analysis.

(OR)

b) Explain the characteristics of value chain.

12. a) List the 4 P's of strategic planning.

(OR)

b) Examine the limitations of Grand strategies.

(CONTD 2)

13. a) Discuss the principles of BCG approach.
(OR)
b) Construct the limitations of IA-BS matrix.
14. a) Assess the importance of 7s model.
(OR)
b) Examine the future of strategic management.
15. a) Explain the basics of cash flow implication.
(OR)
b) Show the importance of strategic control.

SECTION – C**(5 X 5 = 25 MARKS)****ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.(K4 (Or) K5)**

16. a) Discuss the steps of environment analysis.
(OR)
b) Evaluate the three stages of SWOT analysis.
17. a) Classify the corporate strategic planning process.
(OR)
b) Enumerate the strategies of leading Indian companies.
18. a) Construct the cycle approach to strategic planning.
(OR)
b) Summarize the role of leadership in effective strategic fund programming.
19. a) Justify the various approaches to implementation of strategy.
(OR)
b) Classify the M.Porter's approach for globalization.
20. a) Investigate the challenges in global business strategy.
(OR)
b) Inspect the hierarchy levels of planning.
