

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

END-OF-SEMESTER EXAMINATIONS: MAY-2025

M.COM-IB(SF)

MAXIMUM MARKS: 75

SEMESTER-IV

TIME: 3 HOURS

23PIB4E7– GLOBAL BUSINESS STRATEGIES

SECTION – A (10 X 1 = 10 MARKS)

ANSWER THE FOLLOWING MULTIPLE CHOICE QUESTIONS. (K1)

1. Critical Success Factors (CSFs) refer to: _____
 - a) Factors that lead to failure
 - b) Opportunities that are important to the company
 - c) Activities that help an organization achieve its goals
 - d) Weaknesses of competitors
2. Which of the following is the primary purpose of a company's mission statement?
 - a) To outline the company's objectives
 - b) To define the company's values and beliefs
 - c) To provide a roadmap for future growth
 - d) To specify the firm's current goals and approach
3. Which of the following is a tool that measures the relationship between the cost of production and accumulated experience?
 - a) BCG Matrix
 - b) Experience Curve
 - c) AD Little's Life-cycle
 - d) Cash Flow Implication
4. Which of the following is a key focus of the 7S model in strategic management?
 - a) Strategy, Structure, Systems
 - b) Strategy, Structure, Systems, Shared Values, Style, Skills, and Staff
 - c) Structure, Skills, Systems, Stakeholders
 - d) Strategy, Skills, Style, Services
5. In which of the following ways can strategic leaders contribute to the development and maintenance of a company's vision and mission?
 - a) By creating strategies without considering stakeholder input
 - b) By ensuring alignment between the vision/mission and the strategic goals
 - c) By focusing exclusively on short-term financial goals
 - d) By making all decisions in isolation from other departments

(CONT...2)

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES**(K2)**

6. What do you mean by core competence?
7. Extend the meaning of Diversification?
8. What is Strategic Planning?
9. Explain the term Balance score card.
10. Extend the meaning of BCG Matrix.

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

11. a) Examine the importance of Environmental scanning.
(OR)
b) Describe the steps involved in the environmental analysis process.
12. a) Describe the different hierarchy levels of planning in an organization.
(OR)
b) Examine the importance of developing and maintaining a clear Mission and Vision for organization.
13. a) Analyse the cash flow implications in strategic planning and how it influences long-term business sustainability.
(OR)
b) Describe the IA-BS Matrix and how does it assist in evaluating strategic alternatives within an organization?
14. a) Assess the various approaches to the implementation of strategy?
(OR)
b) Examine the Du Pont's control model, and how is it applied in strategic management
15. a) Examine the SWOT Analysis with suitable example.
(OR)
b) Analyse the 7s model in strategic management.

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

16. a) Analyse the methods of assessing the internal environment through functional approach and value chain
(OR)
b) Examine the various steps in scenario planning in environmental analysis and its benefits.
17. a) Assess the role of diversification in a company's growth strategy? Discuss the limits, means and forms of diversification that companies can pursue.
(OR)
b) Discuss the concept of Generic Strategies and Grand Strategies. With examples.
18. a) Discuss the BCG Matrix and its role in business portfolio management.
(OR)
b) Examine A.D. Little's Life-Cycle approach to strategic planning.

19. a) Discuss the role of strategic control in the strategic management process.
(OR)
b) Examine the future of strategic management and how are emerging trends influencing the evolution of strategic practices.

20. a) **Case Study:** In the automobile industry, there has been an increasing shift towards electric vehicles (EVs) due to consumer demand for sustainable products and government regulations. Car manufacturers like Tesla, General Motors, and Ford are now investing heavily in EV technology. At the same time, traditional gasoline-powered vehicles face declining sales. Competitors are aggressively entering the EV market, which is intensifying competition. Conduct an industry analysis for the electric vehicle market, focusing on competitive forces, opportunities, and challenges. What strategies should a new entrant in this industry consider to gain a competitive advantage?
(OR)
b) Evaluate the different types of grand strategies followed by MNCs.

Ethical paper

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