

(FOR THE CANDIDATES ADMITTED

22UPA616

DURING THE ACADEMIC YEAR 2022-23 ONLY)

REG.NO. :

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

END-OF-SEMESTER EXAMINATIONS : MAY2025

B.Com (PA)

MAXIMUM MARKS: 50

SEMESTER: VI

TIME : 3 HOURS

PART - III

STRATEGIC MANAGEMENT

SECTION – A

(10 X 1 = 10 MARKS)

ANSWER THE FOLLOWING QUESTIONS.

(K1)

1. The demographic environment is primarily concerned with which of the following?

- A) Political stability B) Population size, age, and gender distribution
C) Technological innovation D) Economic policies

2. Which of the following is the primary purpose of strategic management?

- A) To develop an organization's operational plans
B) To formulate long-term strategies for achieving goals
C) To implement marketing strategies D) To control daily business activities

3. What is the primary objective of SWOC analysis?

- A) To identify strengths, weaknesses, opportunities, and challenges of an organization
B) To analyze competitor strategies C) To prioritize resources for business units
D) To determine the external environment's legal impact

4. What is the primary focus of a corporate strategy?

- A) Managing individual business units
B) Setting overall organizational goals and direction
C) Designing marketing campaigns D) Optimizing supply chain logistics

5. What is the primary purpose of establishing Strategic Business Units (SBUs)?

- A) To manage a single product effectively
B) To decentralize decision-making and focus on specific business areas
C) To reduce the workforce in large organizations
D) To create an informal organizational structure

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES

(K2)

6. Define a competitive environment.

7. What is the role of a mission statement in strategic management?

8. Name the four quadrants of the BCG Matrix.

9. State the purpose of a financial strategy?

10. Define a profit center.

SECTION – B

(5 X 3 = 15 MARKS)

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

11. a) What do mean by macroeconomic and explain?

(OR)

b) Discuss the impact of demographic changes on marketing strategies.

12. a) How do strategic levels in organizations impact the formulation and implementation of strategies?

(OR)

b) Discuss how strategic management can be considered an "imperative" for organizations.

13. a) Explain the components of SWOC analysis.

(OR)

b) Analyze the importance of the BCG Matrix in portfolio analysis.

14. a) List the components of a logistics strategy.

(OR)

b) What are the objectives of a human resource strategy?

15. a) State the different types of organizational structure.

(OR)

b) List the objectives of establishing profit centers.

SECTION – C

(5 X 5 = 25 MARKS)

ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.(K4/K5)

16. a) Describe the socio-economic environment.

(OR)

b) Evaluate the role of the legal environment in shaping the competitive landscape of an industry.

17. a) Differentiate between vision and mission of an organization. **(OR)**

b) Analyze the significance of strategic management in ensuring organizational success in the global business environment

18. a) Explain the various types of strategic analysis.

(OR)

b) Explain the stages of strategic planning and evaluate their importance in achieving organizational goals.

19. a) Evaluate the different forms of functional strategy.

(OR)

b) Differentiate between corporate strategy and business strategy

20. a) Explain the role of organizational structure in effective strategy implementation.

(OR)

b) Discuss the behavioral challenges in strategy implementation.

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