

( NO. OF PAGES: 2 )

## **(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

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## PART - III

## STRATEGIC MANAGEMENT

## **SECTION – A**

**(10 X 1 = 10 MARKS)**

## **ANSWER THE FOLLOWING QUESTIONS.**

(K1)

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

(K2)

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES

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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