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(FOR THE CANDIDATES ADMITTED **SUBJECT CODE** **25 PCO 2E1**

DURING THE ACADEMIC YEAR 2025-26 ONLY) **REG.NO.**

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

END-OF-SEMESTER EXAMINATIONS : MAY– 2026

M.Com. **MAXIMUM MARKS: 75**

II SEMESTER **TIME : 3 HOURS**

STRATEGIC MANAGEMENT

SECTION – A (10 X 1 = 10 MARKS)

ANSWER THE FOLLOWING QUESTIONS. **(K1)**

1. Which type of strategy is stability strategy?
   a) Corporate level b) Functional level
   c) Strategic level d) Business level
2. Which is based on BCG matrix?
   a) Attractiveness of Industry and business strength
   b) Growth of industry and business strength
   c) Attractiveness of Industry and relative market share
   d) Growth rate of industry and relative market share
3. Which statement best applies to emergent strategies?
   a) Implies an ability to react to the events
   b) Implies strategy
   c) Implies no deviation from plans
   d) Implies constant evaluation of the bigger picture
4. Which is a process of strategic thinking?
   a) Productivity b) Short term c) Long term d) Continuous
5. Which begins with decision making?
   a) Selecting alternatives b) Identifying decision criteria
   c) Identifying a problem d) Eliminating false alternative

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

6. What is Strategic management?
7. What is meant by Industrial analysis?
8. What is called Strategic planning?
9. What is Non-profit organization?
10. Why is Business decision important?

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SECTION – B (5 X 5 = 25 MARKS)

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

(K3)

11. a) State the Importance of Strategies.

(OR)

b) Write a short note on Business process re-engineering.

12. a) Explain BCG matrix.

(OR)

b) Analyse Entry and Exit barriers.

13. a) Interpret deliberate and emergent strategies.

(OR)

b) Examine strategies information system.

14. a) State the uses of strategic thinking.

(OR)

b) Write the components of virtual value.

15. a) What are the benefits of MNCs?

(OR)

b) State the types of business decisions.

SECTION – C (5 X 8 = 40 MARKS)

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

(K4 (Or) K5)

16. a) Explain the difference between Goal and Objectives of business.

(OR)

b) Evaluate scope and Features of strategic management.

17. a) What are the measurements of business portfolio analysis? Explain.

(OR)

b) Discuss GE9-cell model.

18. a) Determine steps and tools for Strategic formulation.

(OR)

b) Criticize the uses of Balanced scorecard for strategy evaluation.

19. a) Formulate the Strategic issues involved in small and medium enterprises.

(OR)

b) Write notes on E-commerce business model strategies.

20. a) Distinguish between MNCs and TNCs.

(OR)

b) Explain various problems involved in Strategic alliances.

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