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(FOR THE CANDIDATES ADMITTED

23UPA617

DURING THE ACADEMIC YEAR 2023-2024 ONLY)

REG.NO.:

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

END-OF-SEMESTER EXAMINATIONS: MAY 2026

BCOM PA

MAXIMUM MARKS: 75

SEMESTER: VI

TIME: 3 HOURS

PART-III

STRATEGIC MANAGEMENT

SECTION – A

(10 X 1 = 10)

ANSWER THE FOLLOWING QUESTIONS.

(K1)

1. Business environment refers to _____
 - a) Internal factors only
 - b) External factors only
 - c) Both internal and external factors
 - d) Financial factors only
2. Mission statement mainly focuses on _____
 - a) Future aspirations
 - b) Present purpose of the organization
 - c) Competitors' activities
 - d) Profit maximisation only
3. SWOC analysis includes _____
 - a) Strengths, Weaknesses, Opportunities, Challenges
 - b) Strengths, Weaknesses, Options, Constraints
 - c) Strengths, Weaknesses, Opportunities, Threats
 - d) Strategies, Weaknesses, Opportunities, Threats
4. Strategy formulation deals with _____
 - a) Routine operational decisions
 - b) Long-term direction of the organisation
 - c) Daily supervision
 - d) Employee discipline
5. Strategy implementation is concerned with _____
 - a) Strategy formulation only
 - b) Putting strategies into action
 - c) Environmental analysis
 - d) Policy formulation

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES

(K2)

6. What is meant by technological environment?
7. Explain Strategic Management
8. Define portfolio analysis?
9. Define corporate strategy.
10. Define organisational structure

SECTION – B

(5 X 5 = 25 MARKS)

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

11. a) Explain the importance of business environment.

(OR)

b) Describe global environment.

12. a) Explain the importance of Strategic Management.

(OR)

b) Distinguish between Vision and Mission.

13. a) Describe SWOC analysis.

(OR)

b) Explain BCG matrix.

14. a) Explain business strategy.

(OR)

b) Examine and elaborate the marketing strategy.

15. a) Discover the role of organisational structure in strategy implementation.

(OR)

b) Explain the concept of Strategic Business Units (SBUs).

SECTION – C

(5 X 8 = 40 MARKS)

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

16. a) Examine the components of the general business environment .

(OR)

b) Summarise competitive environment.

17. a) Discuss strategic levels in organisations.

(OR)

b) Explain Strategic Management Imperative.

18. a) What is strategic planning and Explain the stages in strategic planning.

(OR)

b) Discuss portfolio analysis.

19. a) Examine financial and human resource strategies.

(OR)

b) Define corporate strategy and discuss its types

20. a) Summarise leadership and behavioural challenges in strategic implementation.

(OR)

b) Examine profit centres and their importance in strategy implementation.
