

17U680

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Name:

Reg. No.....

SIXTH SEMESTER B.Com. DEGREE EXAMINATION, APRIL 2020

(CUCBCSS-UG)

CC17U BCP6 B01 - STRATEGIC MANAGEMENT

B.Com. Professional - Core Course

(2017 Admission - Regular)

Time: Three Hours

Maximum: 80 Marks

Part A

Answer *all* questions. Each question carries 1 mark.

Choose the correct answer:

1. "Tactics" is associated with which of the following strategy.
 - a) Operational strategy
 - b) Functional strategy
 - c) Business strategy
 - d) Corporate strategy
2. The state of being busy for an individual, group, organization or society is
 - a) Business
 - b) Environment
 - c) Strategy
 - d) Control
3. Learning effects, economies of scale, product redesign are characteristics of
 - a) BCG matrix
 - b) TOWS matrix
 - c) Experience curve
 - d) Environment
4. Strategy adopted by an organization when it attempts at an incremental improvement of functional performance in terms of customer groups, customer functions and technology is
 - a) Defensive strategy
 - b) Stability strategy
 - c) Growth strategy
 - d) Retrenchment strategy
5. The company's position in the market and attractiveness of market is better analysed through
 - a) BCG matrix
 - b) Five force model
 - c) TOWS matrix
 - d) Ansoff's matrix

Fill in the blanks:

6. _____ is a rare position attributable to monopoly and protected leadership.
7. The factors which affect industry members' ability to prosper in the market place are called _____
8. Set of interlinked activities performed by an organization from procuring raw materials to marketing finished products to consumers is called _____
9. _____ is the process by which organization monitor its relevant environment to identify opportunities and threats.
10. _____ matrix is a strategic planning tool that provide a framework to help senior management and marketers to devise strategies for future growth.

(10 x 1 = 10 Marks)

Part B

Answer any *eight* questions. Each question carries 2 marks.

11. What are the different strategic levels in an organization?
12. What are the objectives of business?
13. Distinguish between Vision and Mission of a company.
14. What is Marketing Mix? Which are the extended P's of Marketing?
15. Write a note on BPR.
16. Distinguish between Mergers and Acquisitions.
17. Define Strategic Management.
18. Write about the characteristics of choosing a strategy.
19. Write about demographic environment.
20. What is environmental scanning?

(8 x 2 = 16 Marks)

Part C

Answer any *six* questions. Each question carries 4 marks.

21. What are the characteristics of business environment?
22. Write a note on TQM.
23. Explain TOWS matrix.
24. Explain Product Life Cycle with the help of a diagram.
25. Brief about Leadership behavior and challenges in strategy implementation.
26. What is Portfolio analysis?
27. Define benchmarking. What are the different types of benchmarking?
28. What is Six Sigma strategy?

(6 x 4 = 24 Marks)

Part D

Answer any *two* questions. Each question carries 15 marks.

29. Explain BCG matrix with the help of a diagram? Explain its relevance in Strategic Management.
30. a) Explain Michael Porter's five force model.
b) What is SWOT analysis?
31. Write about Growth and Defensive strategies.

(2 x 15 = 30 Marks)
