

**21U677**

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Name: .....

Reg. No: .....

**SIXTH SEMESTER B.Com. PROFESSIONAL DEGREE EXAMINATION, APRIL 2024**

(CUCBCSS-UG)

(Regular/Supplementary/Improvement)

**CC17U BCP6 B25 – STRATEGIC MANAGEMENT**

(B.Com. Professional – Core Course)

(2018 Admission onwards)

Time: Three Hours

Maximum: 80 Marks

**Part A**

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

Choose the Correct Answer:

1. If a company's product has a low market share and is at a low rate of growth, it is Considered as
  - a) Question Mark
  - b) Dog
  - c) Star
  - d) Cash Cow
2. Which among the following is a Joint Venture?
  - a) Vistara
  - b) Samsung
  - c) Amazon
  - d) Zomato
3. Which among the following is NOT an External environmental factor?
  - a) Culture
  - b) Interest Rates
  - c) Government
  - d) Employees
4. STP is part of which among the following Functional Strategy?
  - a) Financial Strategy
  - b) Marketing Strategy
  - c) Operation Strategy
  - d) HR Strategy
5. Bill Smith – An American Engineer is known for which among the following?
  - a) BCG Matrix
  - b) TQM
  - c) Six Sigma
  - d) Competitive Strategies

Fill in the Blanks:

6. .... is the difference between current and desired performance levels.
7. A ..... an agreement that unites two existing companies into one new company.
8. .... is a fully-functional unit of a business that has its own vision and direction.
9. .... strategy is formulated at the operating units of an organization.
10. McDonalds changing their menu specifically for Indian Market is an example of ..... Environmental Factor.

**(10 × 1 = 10 Marks)**

**Part B (Short Answer Questions)**

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

11. What do you mean by Macro Economic Environment?

12. What do you mean by the term 'Corporate Merger'?
13. What are Projected Financial Statements?
14. What do you mean by the term 'Supply Chain'?
15. What is an SBU?
16. What is Benchmarking?
17. Mention any four Demographic Variables.
18. What do you mean by Operations Planning?
19. What is a Profit Center?
20. What do you mean by a Production System?

**(8 × 2 = 16 Marks)**

**Part C (Short Essay Questions)**

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

21. Define the terms "vision" and "mission" in the context of strategic management.
22. Briefly explain the relevance of Political Environment in business decisions.
23. Explain the Strategic Levels in an Organization.
24. What do you mean by a Strategic Alliance? Briefly explain any four advantages of a Strategic Alliance.
25. Evaluate the role of R & D in a Companies development, using practical examples from the Global Business Environment.
26. What is TQM?
27. Explain the role of Benchmarking in the development of a Company.
28. Differentiate between growth and defensive strategies.

**(6 × 4 = 24 Marks)**

**Part D (Essay Questions)**

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

29. Critically examine the role of different components of Business Environment in the functioning of a Business.
30. What is BCG Matrix? Illustrate and explain the BCG model with practical examples for each portfolio in the Matrix.
31. What do you mean by Functional Strategies? Explain how the functional strategies interact with each other in achieving the organizational objectives.

**(2 × 15 = 30 Marks)**

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