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Name: .....

Reg. No.....

**SIXTH SEMESTER B.Com. PROFESSIONAL DEGREE EXAMINATION, APRIL 2025**

(CUCBCSS-UG)

(Regular/Supplementary/Improvement)

**CC17U BCP6 B25 – STRATEGIC MANAGEMENT**

(B.Com. Professional – Core Course)

(2017 Admission onwards)

Time: Three Hours

Maximum: 80 Marks

**PART I**

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

1. A company's vision statement primarily focuses on
  - a) Day-to-day operations
  - b) Short term goals
  - c) Long term aspirations
  - d) Competition strategies
2. The changes in the income tax slabs are part of which of the following environment?
  - a) Economic Environment
  - b) Legal Environment
  - c) Political Environment
  - d) Demographic Environment
3. Under which of the BCG Matrix categories, would you include 'i-phone' from Apple?
  - a) Star
  - b) Cash Cow
  - c) Question Mark
  - d) Dog.
4. Which among the following is an example of a short-term source of fund?
  - a) Equity
  - b) Debentured
  - c) Overdraft
  - d) Bank Loan
5. Which of the following is an example of a defensive strategy?
  - a) Market penetration
  - b) Diversification
  - c) Retrenchment
  - d) Product development
6. Improvement in education is an example of \_\_\_\_\_ environment.
7. A \_\_\_\_\_ analysis helps a company understand its internal strengths and weaknesses, as well as external opportunities and threats.
8. \_\_\_\_\_ is a continuous improvement methodology aimed at reducing defects and variability in processes.
9. Establishing new business units in different market segments is an example of \_\_\_\_\_ strategy.
10. \_\_\_\_\_ is the process of putting strategic plans into action.

**(10 × 1 = 10 Marks)**

**PART II (Short answer questions)**

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

11. What do you mean by strategic management?
12. State any four demographic environment variables.
13. What is a joint venture?
14. What is TOWS Matrix?
15. Explain porter's five force model.
16. What is Supply chain management?
17. What do you mean by a Profit Centre?
18. What is a projected financial statement?
19. What is strategic review?
20. What is the six-sigma principle?

**(8 × 2 = 16 Marks)**

**PART III (Short essays)**

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

21. Describe the key differences between a company's vision and its mission.
22. Differentiate between growth and defensive strategies, providing examples of each.
23. Explain the strategic role of an HR manager.
24. Explain the concept of strategic business units (SBUs) and discuss their advantages.
25. Describe the various organizational structures that can be adopted for effective strategy implementation.
26. Explain the concept of benchmarking.
27. What is business process re-engineering? Explain its potential benefits.
28. Explain Strategic Levels in organisation.

**(6 × 4 = 24Marks)**

**PART IV (Long essays)**

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

29. Critically evaluate the role of business environment components in business management.
30. What is BCG Matrix? Appraise the role of BCG Matrix in effectively managing a diverse portfolio, using real world examples.
31. What are functional strategies? Assess the role of functional strategies in the success of an enterprise.

**(2 × 15 = 30 Marks)**

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