

18U681

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Name:

Reg. No.....

SIXTH SEMESTER B.Com. PROFESSIONAL DEGREE EXAMINATION, APRIL 2021

(CUCBCSS-UG)

(Regular/Supplementary/Improvement)

CC17U BCP6 B25 - STRATEGIC MANAGEMENT

(Core Course)

(2017 Admission onwards)

Time: Three Hours

Maximum: 80 Marks

Part A

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

Choose the correct answer:

1. Learning effects, economies of scale, product redesign are characteristics of
a) BCG matrix b) TOWS matrix c) Experience curve d) Environment
2. Factors within the organization that helps processes and projects run smoothly to achieve its business goals is
a) Weakness b) Opportunity c) Strengths d) Threats
3. Scaling down the operations to re-organize the organization is called
a) Growth strategy b) Retrenchment strategy
c) Stability strategy d) None of these
4. Long range blue print of an organisation's desired image, direction and destination is known as
a) Retrenchment b) Environment c) Growth d) Strategy
5. Strategic Management helps organizations to be more pro-active than
a) Active b) Passive c) Dormant d) Reactive

Fill in the blanks:

6. Every business operates in its unique _____
7. _____ level managers oversee the development of strategies for the whole organization.
8. Government actions that may be in local, regional, national or international level which affects operations of a business is termed as _____ environment.
9. _____ is the set of interlinked activities performed by an organization from procuring raw materials to marketing finished products to consumers.
10. Continually assessing the changing environment to uncover events that significantly affect the course of an organization's strategy is _____

(10 × 1 = 10 Marks)

Part B

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

11. What is six sigma strategy?
12. What do you understand by strategic issues?
13. Draw the block diagram of a strategic management model.
14. What do you mean by Strategic Vision and Strategic Mission?
15. Write a note on Environmental scanning.
16. What are the characteristics of Strategic objectives?
17. Differentiate between forward and backward integration.
18. Write about the characteristics of choosing a strategy.
19. Define Benchmarking.
20. What is Strategic Business Unit?

(8 × 2 = 16 Marks)

Part C

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

21. Write about the various organizational structures in strategic management.
22. What do you mean by micro and macro environment?
23. Write a note on TQM.
24. Differentiate between TOWS matrix and SWOT analysis.
25. What is the relationship between business and its environment?
26. Explain Transactional and Transformational Leadership in strategic management.
27. What do you mean by Strategic Alliance?
28. What is Strategic Control? What are the barriers in Strategic Control?

(6 × 4 = 24 Marks)

Part D

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

29. a) What do you mean by BCG Matrix?
b) Write about Porter's five force model.
30. Explain in detail about Grand Strategies.
31. What is Portfolio analysis? Explain Product Life Cycle with the help of a diagram.

(2 × 15 = 30 Marks)
