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Name:

Reg. No.....

SIXTH SEMESTER B.Com. PROFESSIONAL DEGREE EXAMINATION, APRIL 2022

(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

Multiple Choice Questions:

1. A unit of the company that has separate mission and objectives and run independently from other businesses is called
 - a) Division
 - b) SBU
 - c) Portfolio
 - d) All of the above
2. The state of being busy for an individual, group, organization or society is
 - a) Business
 - b) Environment
 - c) Strategy
 - d) Control
3. Examination and evaluation of areas affected by operation of strategic management process within an organization is
 - a) Environment scanning
 - b) Portfolio Analysis
 - c) Strategic Audit
 - d) Strategic Analysis
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. Long range blue print of an organisation's desired image, direction and destination is known as
 - a) Retrenchment
 - b) Environment
 - c) Growth
 - d) Strategy

Fill in the blanks:

6. _____ is the company's formal configuration of its intended roles, procedures, governance mechanisms, authority and decision making process.
7. The merger of two organizations that are operating in the same industry but at different stages of production or distribution system is called _____
8. Set of interlinked activities performed by an organization from procuring raw materials to marketing finished products to consumers is called _____
9. _____ is an individual who conceives the idea of starting a new venture, takes all risks to make the product/service a highly demanding one.

10. _____ is a favourable condition in the organization's environment which enable it to strengthen its position.

(10 × 1 = 10 Marks)

Part II

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

11. What are the characteristics of business environment?
12. What do you mean by Strategy formulation and Implementation?
13. Distinguish between forward and backward integration.
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. What do you mean by Supply Chain Management?
18. Define Value Chain analysis.
19. Write about divisional organization structure.
20. Distinguish between Vision and Mission.

(8 × 2 = 16 Marks)

Part III

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

21. What do you mean by TOWS matrix?
22. Differentiate Entrepreneurship and Intrapreneurship.
23. Explain the concept of Micro and Macro Environment.
24. Explain Product Life Cycle with the help of a diagram.
25. Brief about Leadership behavior and challenges in strategy implementation.
26. What is Porter's Five Force Model?
27. Define benchmarking. What are the different types of benchmarking?
28. What is Six Sigma strategy?

(6 × 4 = 24 Marks)

Part IV

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

29. What are the Strategic Levels in organisation? Explain BCG matrix with the help of a diagram.
30. Explain about the different forms of Organisational Structure with diagrams wherever necessary.
31. Explain in detail about Growth and Defensive strategies.

(2 × 15 = 30 Marks)
