

20U677

(Pages: 2)

Name:

Reg. No:

SIXTH SEMESTER B.Com. PROFESSIONAL DEGREE EXAMINATION, APRIL 2023

(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. The environmental segments that comprise the general environment typically will not include
 - a) Demographic factors
 - b) Substitute products
 - c) Socio-cultural factors
 - d) Technological factors
2. 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
3. The word 'tactics' is related to which of the following?
 - a) Operational strategy
 - b) Business strategy
 - c) Corporate strategy
 - d) SBU level Strategy
4. 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
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. _____ analysis is used to study the difference between desired and projected performance.
7. In BCG matrix, a portfolio with low market share in high growth market is known as _____
8. The merger of two organizations that are operating in the same industry but at different stages of production or distribution system is called _____
9. Set of interlinked activities performed by an organization from procuring raw materials to marketing finished products to consumers is called _____

10. _____ 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 × 1 = 10 Marks)

Part II

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

11. What do you understand by the term market segment?
12. What are the characteristics of business environment?
13. What do you mean by Strategy formulation and Implementation?
14. Distinguish between forward and backward integration.
15. Write a note on six sigma strategy.
16. Write a note on BPR.
17. Write a note on premise control.
18. What do you mean by Supply Chain Management?
19. Explain the role of functional strategy in a business.
20. Distinguish between Vision and Mission.

(8 × 2 = 16 Marks)

Part III

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

21. What is Six Sigma strategy?
22. Differentiate Entrepreneurship and Intrapreneurship.
23. Explain strategic control. What are the barriers in strategic control?
24. Explain Product Life Cycle with the help of a diagram.
25. Brief about Transformational and Transactional Leadership.
26. Explain how you develop a marketing strategy.
27. What is Porter's Five Force Model?
28. Define benchmarking. What are the different types of benchmarking?

(6 × 4 = 24 Marks)

Part IV

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

29. What do you mean by Porter's five force model? What is cost leadership strategy and focus strategy?
30. Explain about the different forms of Organisational Structure with diagrams wherever necessary.
31. What are the Strategic Levels in organisation? Explain BCG matrix with the help of a Diagram.

(2 × 15 = 30 Marks)
