

**SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN
(AUTONOMOUS)**

**(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC)
Chromepet, Chennai — 600 044.**

M.Com.(A&F) END SEMESTER EXAMINATIONS APRIL - 2022

SEMESTER - IV

20PAFCT4013 - Strategic Cost Management

Total Duration : 3 Hrs.

Total Marks : 60

Section A

Answer any **SIX** questions ($6 \times 5 = 30$ Marks)

1. Explain the concept of Planning Environment.
2. Define Strategies. What is the purpose of Strategies?
3. What is SWOC analysis? Explain its importance.
4. What is Delphi model?
5. What are the benefits of Sensitivity analysis?
6. What are the objectives of marketing?
7. What is the relationship between strategic planning and marketing strategies?
8. Write short notes on product line profitability analysis.

Section B

Part A

Answer any **TWO** questions ($2 \times 10 = 20$ Marks)

9. What are the advantages of international trade?
10. What is a merger and acquisition strategy? Explain its objectives.
11. Explain the major classes of mathematical programming.
12. What are the various pricing policies and strategies?

Part B

Compulsory question ($1 \times 10 = 10$ Marks)

13. What is distribution cost analysis? Explain its importance.
