

**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.**

B.Com.(PA) END SEMESTER EXAMINATIONS APRIL-2022

SEMESTER - VI

19UPAET6002 - Strategic Management

Total Duration : 3 Hrs.

Total Marks : 60

Section A

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

1. List out the steps involved in strategic management process.
2. What are the types of Benchmarking? explain.
3. Differentiate between external and internal environment.
4. How would you construct TOWS matrix? Discuss.
5. State the components of a marketing strategy.
6. Explain market segmentation.
7. What are the principles of Total Quality Management?
8. Point out six sigma in details.

Section B

Answer any **THREE** questions ($3 \times 10 = 30$ Marks)

9. Explain the various functional strategies in details.
10. Discuss SWOT analysis.
11. Analyse the differences between economic environment and non-economic environment in business.
12. What are the steps in control process? Discuss.
13. Analyse total quality management in details.
