

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 - 2023

SEMESTER - IV

20PAFCT4013 - Strategic Cost Management

Total Duration : 2 Hrs. 30 Mins.

Total Marks : 60

Section B

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

1. Distinguish between Private and Public Sector.
2. Explain the government policies for capacity expansion.
3. Prepare SWOC analysis for any business.
4. Sketch the process of developing strategic plan.
5. Describe the characteristics of Heuristic Model.
6. Sketch the objectives of Marketing Concept.
7. Show how pricing policies are framed in marketing.
8. Discriminate Cost Analysis and Cost Control.

Section C

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

9. Explain International Trade.
10. Distinguish Acquisition and Merger.
11. Diagnose Delphi Model.
12. Relate the linkage between strategic planning and marketing strategy.

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

13. Examine the role of Baye's Theorem in evaluation of research information.

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