

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-2023

SEMESTER - VI

19UPAET6002 - Strategic Management

Total Duration : 2 Hrs. 30 Mins.

Total Marks : 60

Section B

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

1. Explain briefly about Vision and Mission.
2. Describe the Functional strategies required for the successful business.
3. List out the advantages and disadvantages of Strategic Business units related to production industry.
4. Sketch out the benefits of Benchmarking in business operations.
5. Explain how the BCG matrix helps in assessing the business.
6. List out the classification of strategic planning implemented in organizations.
7. Describe Line and Staff organizational structure.
8. Examine the key principles of Total Quality Management.

Section C

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

9. Explain the components of external business environment.
10. Describe SWOT analysis. Relate its techniques that act as a strategic tool for achieving objectives.
11. Determine the strategic analysis of different functional areas in a manufacturing unit with suitable examples.
12. Interpret the Strategic Control process and its related concepts.
13. Examine the reasons why companies go for Business process re-engineering with the help of technology.

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