

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.(General) - END SEMESTER EXAMINATIONS NOVEMBER - 2023

SEMESTER - I

23PCOCT1004 - Strategic Management

Total Duration : 2 Hrs. 30 Mins.

Total Marks : 60

Section B

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

1. Define Strategic Management and explain its characteristics.
2. Explain the key steps involved in implementing a strategic plan effectively.
3. Apply how does human resource strategy fit into an organization's overall strategic plan.
4. Explain the significance of research and development (R&D) in functional-level strategy.
5. Explain SWOT analysis, and how can it be used as a technique in strategic management.
6. Prepare the main objectives of "VISION" and "MISSION" of an organization.
7. Describe the steps involved in process of strategic control.
8. Distinguish between Entrepreneurship and Intrapreneurship.

Section C

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

9. Explain Michael Porter's 4 generic strategies in detail.
10. Prepare the important steps involved in strategic management process.
11. Ascertain the role of strategic leadership in an organization's success.
12. Examine the significance of strategy implementation and control in the strategic management process.

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

13. Examine the various benefits and challenges of Strategic management.
