

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 - 2024

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. Show the benefits of Strategic Planning.
2. Describe the characteristics of Model Building.
3. Relate how does application of Management Accounting helps in Marketing in a business.
4. Explain the components of budgetary model.
5. Explain the strategies adopted for joint venture business at abroad.
6. Apply various steps followed in Sensitivity Analysis.
7. Classify the analysis of cost and profit in marketing.
8. Explain the factors of Social & Cultural Environment.

Section C

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

9. Relate various factors impacting in a planning environment.
10. Prepare SWOC Analysis as a strategy for the growth of a business.
11. Examine the key characteristics of Heuristic Model as a problem solving technique for a business.
12. Assess the connection between strategic planning and Marketing Strategy.

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

13. Describe the elements of Mathematical Programming Model.
