

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 - 2024

SEMESTER - VI

21UPAET6002- Strategic Management

Total Duration : 2 Hrs. 30 Mins.

Total Marks : 60

Section B

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

1. How does the business environment impact strategic decision-making within organizations?
2. What is SWOT analysis, and why is it considered a valuable tool in strategic management?
3. Explain the nature of strategic management.
4. Examine the role of production management in formulating a functional strategy to improve efficiency and quality.
5. How do organizations align their strategies with their mission, vision, and core values?
6. Examine the key components of the GE Matrix, including market attractiveness and competitive strength.
7. Discuss the stages involved in the strategic planning process for a manufacturing company.
8. Justify how a marketing department can formulate a functional strategy to increase market share for a product.

Section C

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

9. Discuss the influence of external factors such as economic conditions, technological advancements, and legal/regulatory frameworks on the business environment.
10. Compare and contrast the strategic roles and responsibilities of top-level, middle-level, and lower-level managers within an organization.
11. Explain the concept of the BCG Matrix and its relevance in strategic management.
12. Describe the process of generating strategic alternatives during strategy formulation. What factors should organizations consider when evaluating strategic alternatives?

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13. Evaluate how the human resources functional strategy contributes to creating a positive organizational culture and enhancing employee engagement.
