

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. - END SEMESTER EXAMINATIONS - NOV'2024

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. Explain the nature of strategic management. How does it differ from other types of management?
2. Explain how SWOT analysis is used in situational analysis for strategic decision making.
3. Compare and contrast entrepreneurship and intrapreneurship. How do both approaches contribute to innovation and growth within an organization?
4. Describe the key factors that influence the successful implementation of a strategy within an organisation.
5. Explain Michael Porter's Generic Strategies. How can a company choose between Cost Leadership, Differentiation, and Focus strategies?
6. Describe the various strategic alternatives at the corporate level, including growth, stability, and expansion strategies.
7. Discuss what are the key challenges organizations face when implementing Six Sigma, and how can they be overcome to ensure the initiative's success.
8. Examine the key benefits and challenges of strategic management for businesses.

Section C

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

9. Examine the McKinsey 7S model of strategic planning. How does this model assist organizations in achieving strategic alignment?
10. Explain the key components of financial strategy at the functional level. How does effective financial management contribute to business competitiveness?
11. Analyse the role of strategic leadership in shaping the direction of an organization. What are the key traits of an effective strategic leader?

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12. What is Business Process Reengineering? Discuss how BPR can help organizations improve efficiency and competitiveness.

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

13. Examine the role of the Board of Directors in corporate governance. How do they contribute to effective strategic management.
