



Avinashilingam Institute for Home Science and Higher Education for Women

Deemed to be University Estd. u/s 3 of UGC Act 1956, Category 'A' by MHRD (now MoE)

Re-accredited with 'A++' Grade by NAAC. CGPA 3.65/4, Category I by UGC

Coimbatore - 641 043, Tamil Nadu, India

Continuous Internal Assessment Test II – April 2025

SEMESTER VI

Class : III UG

Major : B.Com(PA)

Time: 2 Hours

Maximum Marks: 60

21BCPC26 -Strategic Management

Course Outcomes:

At the end of the course, students will:

- 1: Remember the importance of strategic management in organization.
- 2: Get the idea about environmental analysis and its relevance to organizations.
- 3: Formulate and apply strategies in business transactions.
- 4: Apply strategies in management of business by function.
- 5: Apply theoretical knowledge in strategic implementation and control.

Part - A

1. Which type of strategy involves maintaining the existing strategies without doing anything new? CO3K2
a. Competitor strategy b. No-change strategy c. Exploration strategy d. Stability strategy
2. The strategies that are used in the different functional areas of an organization are called: CO3K2
a. Corporate level strategies b. Business level strategies c. Functional strategies d. Generic strategies
3. The coordination of activities at different levels is called: CO4K1
a. Vertical fit b. Horizontal fit c. Straight fit d. Diagonal fit
4. A symbol used by manufacturers or service providers to give a distinct identity to their product is called: CO4K1
a. Sign b. Trademark c. Patent d. Copyrights
5. Which of the following stage of strategy implementation process involves procedural implementation? CO5K2
a. Activating the strategies b. Managing the change
c. Achieving the effectiveness d. Managing the effectiveness
6. A control which is exercised when the strategy is being implemented in the organization is called: CO5K1
a. Feedback control b. Feed-forward control c. Concurrent control d. Forward control

Part – B

Answer all the questions

3 x 6 = 18

Answer should not exceed 400 words or two pages

- 7.a. What cost leadership strategy? Explain. CO3K3
(or)
- 7.b. Enumerate value chain analysis and benchmarking. CO3K2
- 8.a. Briefly explain the production strategy for a corporate. CO4K2
(or)
- 8.b. What are the approaches for determining business worth? CO4K3
- 9.a. What is strategic control? Explain its types. CO5K2
(or)
- 9.b. What is strategic change? Explain the steps involved in it. CO5K2

Part C

Answer all the questions

3 x 12 = 36

Answer should not exceed 800 words or four pages

10. a. Explain generic business strategies. CO3K2
(or)
10. b. Explain the finance strategies of an organization. Explain with case studies. CO3K3
11. a. Discuss the various marketing strategies in detail. CO4K3
(or)
11. b. Explain human resources strategies adopted in corporates. CO4K2
12. a. Discuss the importance of leadership in strategic implementation. CO5K2
(or)
12. b. Discuss the issues relating to strategy implementation. CO5K3

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Staff- in-charge: Dr.D.Vennila