



Avinashilingam Institute for Home Science and Higher Education for Women
(Deemed to be University under Category 'A' by MHRD, Estd. u/s 3 of UGC Act 1956)
Re-accredited with 'A+' Grade by NAAC. Recognised by UGC Under Section 12B
Coimbatore - 641 043, Tamil Nadu, India

Bachelor's Degree Examination – June 2021

Class : III UG
Major : B.COM (PA)

Time : 3 Hours
Max. Marks: 100

18BCPC26 Strategic Management

Part A

Choose the Correct Answer

10x1 = 10

1. The fundamental purpose for the existence of any organization is described by its
 - a. Policies
 - b. mission
 - c. procedures
 - d. strategy
2. The fundamental purpose of an organization's mission statement is to
 - a. create a good human relations climate in the organization
 - b. define the organization's purpose in society
 - c. define the organizational structure of the organization
 - d. generate good public relations for the organization.
3. The acronym SWOT stands for
 - a. Special weapons for operations timeliness
 - b. Services, worldwide optimization and transport
 - c. Strengths worldwide overcome threats
 - d. Strengths, weakness, opportunities, and threats
4. _____ is not a major element of the strategic management
 - a. formulating strategy
 - b. implementing strategy
 - c. evaluating strategy
 - d. assigning administrative tasks
5. The primary focus on the strategic management is
 - a. strategic analysis
 - b. the total organisation
 - c. strategy formulation
 - d. Strategy implementation
6. BCG in BCG matrix stands for
 - a. Boston calamite group
 - b. British consulting group
 - c. Boston consulting group
 - d. Boston corporate group
7. Market penetration strategy can be executed by
 - a. decreasing prices
 - b. increasing prices
 - c. increasing margin
 - d. producing at mass level
8. The acquisition of a business that operates in the same industry is known as
 - a. internal integration
 - b. horizontal integration
 - c. external integration
 - d. Vertical integration
9. In SWOT analysis, OT reflects _____ factors
 - a. internal
 - b. external
 - c. international
 - d. necessary
10. Low cost, differentiation and focus are examples of
 - a. corporate strategies
 - b. operational strategies
 - c. business strategies
 - d. functional strategies

Part B

5x6 = 30

Answer All the questions

Each answer should not exceed 400 words or two pages

11.a. Describe the benefits of Strategic management.

(or)

11.b. Summarize the importance of strategist

12.a. Explain the concepts of environment

(or)

12.b. Discuss the strategic advantage analysis

13.a. Explain the strategy formulation .

(or)

13.b. Explain the value chain analysis.

14.a. Explain the functional strategy.

(or)

14.b. Discuss the strategies relating to finance.

15.a. Explain the business process reengineering

(or)

15.b. Explain the features of TQM

Part C

5x12 = 60

Answer All the questions

Each answer should not exceed 800 words or four pages

16.a. Select the process involved in strategic planning.

(or)

16.b. Explain the strategic business unit.

17.a. Analyze the seven steps in strategic planning process.

(or)

17.b. Explain the environmental analysis.

18.a. Discuss the internal and external environment of SWOT analysis.

(or)

18.b. Discuss the process of strategic choice.

19.a. Explain the formulation of functional strategy in logistics.

(or)

19.b. Explain the formulation of bench marking in strategic management

20.a. Explain the strategy implementation and control.

(or)

20.b. Explaining the profit centers by business in strategic management.
