



**Avinashilingam Institute for Home science and Higher Education for Women,  
Coimbatore – 641043  
Continuous Internal Assessment Test I –February- 2025**

**SEMESTER VI**

**Class : III UG  
Major : B.Com (PA)**

**Time: 2 Hours  
Maximum Marks: 60**

**21BCPC26 -Strategic Management**

**Course Outcomes:**

- CO1:** Remember the importance of strategic management in organization.  
**CO2:** Get the idea about environmental analysis and its relevance to organizations.  
**CO3:** Formulate and apply strategies in business transactions.  
**CO4:** Apply strategies in management of business by function.  
**CO5:** Apply theoretical knowledge in strategic implementation and control.

**Part - A**

**Choose the correct answer**

**6 x 1 = 6**

1. The primary goal of strategic management is to  
a) Identify the best strategies for increasing competition  
b) Formulate and implement strategies that achieve organizational objectives  
c) Reduce operational costs    d) Increase employee satisfaction  
CO1:K1
2. The characteristic of a well-defined mission statement  
a) Clearly states the organization's purpose and direction  
b) Outlines how the organization will measure performance  
c) Specifies detailed financial targets  
d) Lists the products and services offered by the organization  
CO1:K1
3. Which of the following factors is most likely to be analyzed using a SWOT analysis?  
a) Financial performance and liquidity  
b) Strengths, weaknesses, opportunities, and threats faced by the organization  
c) Market structure and competitive forces    d) Macroeconomic factors affecting the industry  
CO2:K1
4. Environmental scanning primarily help organizations to do?  
a) Improve organizational efficiency    b) Predict market demand for products  
c) Develop internal policies for workforce management  
d) Identify and monitor external threats and opportunities  
CO2:K1
5. Which of the following is an important factor to consider to choose an alternative strategy?  
a) The financial performance of competitors  
b) The alignment of the strategy with the organization's resources and capabilities  
c) The historical trends in the company's industry    d) The number of stakeholders involved  
CO3:K1
6. The "strategic choice" in the formulation process is  
a) Deciding on the specific set of actions needed to implement the chosen strategy  
b) Allocating resources to the chosen strategic option  
c) Selecting the most appropriate strategy after evaluating different alternatives.  
d) Monitoring and evaluating the implementation of the chosen strategy.  
CO3:K1

**Part - B**

**Answer all the questions**

**3 x 6 = 18**

**Answer should not exceed 400 words or two pages**

7. a) Define strategic management and explain the four phases in strategic management process. CO1:K2  
(or)  
b) Write a short note on Strategic Decision making. CO1:K2
8. a) Discuss the techniques used for Environmental Appraisal. CO2:K3  
(or)  
b) Explain the factors and approaches considered for Environmental Scanning. CO2:K2
9. a) State the inputs of Environment Analysis. CO2:K3  
(or)  
b) What are strategic alternative and how they are generated? CO3:K3

**Part - C**

**Answer all the questions**

**3 x 12 = 36**

**Answer should not exceed 800 words or four pages**

10. a). Explain the characteristics of  
1. Vision  
2. Mission  
3. Objectives    (or)  
b) Describe the various functional plans and policies that are being formulated and Implemented by the organization. CO1:K2
11. a). Discuss the components of external Environmental Analysis. (or) CO2:K3  
b) What is Organization Appraisal? Explain its Tools. CO2:K2
12. a). Discuss the Steps involved in SWOT Analysis. (or) CO2:K3  
b). Explain the criteria for generating strategic alternatives. CO3:K3