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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

Bachelor's Degree Examination – May 2025
VI Semester

Class : III UG
Major : B.Com PA

Time : 3 Hours
Max. Marks: 100

21BCPC26 Strategic Management

Course Outcomes:

- CO1: Remember the Importance of Strategic Management in organization
CO2: Get the Idea about environment 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 strategy implementation and control.

Part A

10 x 1 = 10

Choose the Correct Answer

1. Who is called as the 'Father of Strategic Management'? CO1 K1
 - a. Chandler
 - b. Igor Ansoff
 - c. Michael Porter
 - d. John Nash
2. Primary focus of strategic management is _____. CO1 K1
 - a. Strategic analysis
 - b. Total Organization
 - c. Strategy formulation
 - d. Strategy control
3. Which environment can create new marking and new business segments? CO2 K1
 - a. Political environment
 - b. Economic Environment
 - c. Socio cultural environment
 - d. Technological Environment
4. Competitive advantage can be best described as _____. CO2 K1
 - a. Increase in efficiency
 - b. Increase in labour
 - c. Increase in Intangible resources
 - d. Increase in Tangible resources
5. Selling all of company's assets for their tangible worth is called as _____. CO3 K1
 - a. Diversification
 - b. Commercialization
 - c. Liquidation
 - d. Integration
6. Turnaround management is called as _____. CO3 K1
 - a. Corporate Renewal strategy
 - b. Corporate Raising
 - c. Corporate Spinning
 - d. Corporate Jumping
7. Proper strategic choice helps in _____. CO4 K1
 - a. Role ambiguity
 - b. Communication gap
 - c. Mismanagement
 - d. Proper management
8. Human resource strategy of an organization is concerned with _____. CO4 K1
 - a. Resources
 - b. People
 - c. Assets
 - d. All of these
9. Key enablers of Business Process Re-engineering includes _____. CO5 K1
 - a. Information and Technology
 - b. Total Quality Management
 - c. Human resources
 - d. All of these
10. Competitors are more likely to respond competitive actions that are taken by _____. CO5 K1
 - a. Differentiators
 - b. Large companies
 - c. First movers
 - d. Market leaders

Part B
Answer ALL questions

5 x 6 = 30

Each answer should not exceed 400 words or two pages

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|-------|---|--------|
| 11 a. | Recall the concept 'strategy' and state its importance. | CO1 K2 |
| | (or) | |
| 11.b. | State the differences between vision and mission. | CO1 K2 |
| 12 a. | Highlight the need for environmental scanning. | CO2 K2 |
| | (or) | |
| 12.b. | Explore the applications SWOT analysis. | CO2 K2 |
| 13 a. | Identify the factors affecting strategic choices. | CO5 K3 |
| | (or) | |
| 13.b. | Give a detailed note on 'Value chain analysis'. | CO5 K3 |
| 14 a. | Sketch out the various marketing strategies. | CO4 K3 |
| | (or) | |
| 14.b. | Summarize the various strategies to manage human resources. | CO4 K3 |
| 15 a. | Underline the need for establishing profit centers. | CO3 K3 |
| | (or) | |
| 15.b. | List out the various phases of Business Process Re-engineering. | CO3 K3 |

Part C
Answer ALL questions

5 x 12 = 60

Each answer should not exceed 800 words or four pages

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| 16 a. | Explain the approaches to strategic decision making. | CO1 K3 |
| | (or) | |
| 16.b. | Trace out the role of Strategic Business Units in devising strategies. | CO1 K3 |
| 17 a. | Bring out the steps in environmental appraisal. | CO4 K3 |
| | (or) | |
| 17.b. | Examine the components of environment. | CO4 K3 |
| 18 a. | Discuss the process of strategy formulation. | CO3 K3 |
| | (or) | |
| 18.b. | Write the turnaround strategies along with their applications. | CO3 K3 |
| 19 a. | Analyze the formulation of functional strategies. | CO5 K4 |
| | (or) | |
| 19.b. | Classify the functional strategies. | CO5 K4 |
| 20 a. | Elucidate the leadership challenges in implementing strategies. | CO2 K4 |
| | (or) | |
| 20.b. | Evaluate the concept of Total Quality Management. | CO2 K4 |
