

T.Y.B.Com Semester End Assessment (Repeat)

April / May 2023

Course Title: Strategic Management

Course Code: UCOD123

Category: DSE 06

Semester: VI

Duration: 2hrs

Max Marks: 80

Instructions:

- All questions are compulsory having internal choice.
- Figures to the right indicate maximum marks allotted.

Q1. Answer any four of the following (4X4=16)

- Levels of strategy
- Difference between operational management and strategic management
- Objectives and its characteristics
- Mission statement
- Aggressive Initiative
- Secondary activities under value chain analysis

Q2. Answer any four of the following (4X4=16)

- Advantages of strategic management process
- Elements of strategy
- Characteristics of Mission
- Vision
- Key factors to success
- Primary activities under value chain analysis

Q3. A. Explain the process by which managers make a choice of strategies for the organization that will enable it to achieve better performance. (1X12=12)

OR

B. Elucidate the Limitations of Strategic Management Process. (1X12=12)

Q4. A. Explain the factors within the control of the company and affecting the business positively and negatively. (1X12=12)

OR

B. Explain Mission Statement and elements of mission statement. (1X12=12)

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Q5. A. Elucidate the Boston Consulting group's product portfolio matrix (BCG matrix) designed to help with long-term strategic planning of the company. (1X12=12)

OR

B. Explain the Five Force Analysis with a diagram. (1X12=12)

Q6. A. What is GE Nine Cell Matrix and how does it help an organisation in structuring its strategy in to manageable segments? (1X12=12)

OR

B. Explain SWOC analysis with examples. (1X12=12)

***** ALL THE BEST*****