

S. NO.: 170

BATCH: 2015, 2016

Reg. No.:

10

END OF SEMESTER EXAMINATIONS, NOVEMBER - 2017

STRATEGIC MANAGEMENT

SUBJECT CODE : 15UAPA07

MAJOR : B.COM (PA)

TIME : 3 HOURS

SEMESTER : III

MAX. MARKS: 75

**SECTION A – ( 10 X 1 = 10 )**

**Answer ALL the Questions:**

1. Define Strategic Management.
2. What are Functional Management?
3. What do you mean by mission?
4. List out any two elements of mission statement.
5. List the Factors of environment.
6. What is Macro environment.
7. What is 4 C'S of manufacturing?
8. What is operation management?
9. What do you mean by SBU strategy?
10. What are the Resource Allocation?

**SECTION B – ( 5 X 4 = 20 )**

**Answer any FIVE Questions:**

11. Explain the Functional level of strategy.
12. What are the characteristics of TQM?
13. Explain the internal Environment.
14. What is Micro Environment?
15. What do you understand by Business Portfolio Analysis?
16. Explain the Function structure strategy.
17. Explain the MC Kinsey.
18. Enumerate the steps in Implementation.

**SECTION C – ( 3 X 15 = 45 )**

**Answer any THREE Questions:**

19. Discuss the elements of mission statement.
20. Explain the Hierarchy of objectives.
21. "Macro-Environment" – Discuss.
22. Explain the Factors influencing Portfolio strategy.
23. Explain the Principles of Organisation.

\*\*\*\*\*