

CARMEL COLLEGE OF ARTS, SCIENCE & COMMERCE FOR WOMEN,
NUVEM GOA

SEMESTER END EXAMINATION AUGUST 2020

Semester VI of B. Com.

Course Code & Name: UCOD123 STRATEGIC MANAGEMENT (DSE 6)

Total Marks: 30 Date: 6th August 2020 Duration: 2 Hours Total No of pages:02

Instructions: 1. All questions are compulsory

2. Figures to the right indicate marks

Q. 1. Answer any **FIVE** from the following: **[5 x 2 = 10]**

- i. Give any one difference between Strategic Management and Operations Management.
- ii. Write any two advantages of Strategic Management.
- iii. State two elements of a mission statement.
- iv. What is vision statement?
- v. What are Cash Cows in a BCG Matrix?
- vi. Explain the meaning of value chain analysis.
- vii. Explain the Crescive approach.
- viii. What is Six Sigma?

Q.2. Answer any **FOUR** from the following: **[4 x 5 = 20]**

- i. Using Michael Porter's 5 forces analysis, analyse how a) threat of new entrants and b) bargaining power of suppliers, affect the business environment.
- ii. What do you think are the four most important factors in the external environment that affect strategy? Why?
- iii. As the CEO of Swiggy you are asked to develop a strategic advantage to the company. Using Kenichi Ohmae's model, recommend any two routes to strategic advantage.
- iv. Identify and explain any two approaches to strategic implementation.
- v. Identify and explain any four characteristics of objectives which you think are important.

- vi. As a manager of Nestle's Packaged Food Division in Goa, you have to review the company's strategy. Do a SWOC analysis of the global pandemic situation and identify the opportunities for its products.

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