

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

SEMESTER END EXAMINATION, JUNE 2022

Semester: VI OF BCOM

Course Title: STRATEGIC MANAGEMENT Course Code:UCOD123

Total Marks: 80 Date: 13/06/2022 Duration: 2 Hours Total No of Pages: 2

Instructions: 1) All questions are compulsory, however internal choice is available.

2) Answer sub-questions in Q. 1 and Q. 2 in not more than 100 words each.

3) Answer questions Q. 3 to Q. 6 each in not more than 400 words.

4) Figures to the right indicate marks.

Q. 1. Answer the following in brief (any four)

[4x4=16]

- i. Criticize strategic management.
- ii. List and explain any two elements of strategy.
- iii. Distinguish between strategic management and operations management.
- iv. What do you understand by the term mission?
- v. What is the mission statement?
- vi. What is a vision?

Q. 2. Answer the following in brief (any four)

[4x4=16]

- i. Explain cash cows in the BCG matrix.
- ii. What businesses are classified as stars?
- iii. Explain the strategies that question mark businesses must use.
- iv. What is strategic implementation?
- v. Identify and explain 2 best approaches of strategic implementation.
- vi. List four advantages of strategic management.

Q. 3.A. Elaborate on the levels of strategy.

[12]

OR

B. Elaborate on the strategic management process using Fred David's model.

Q. 4.A. Analyse the factors influencing the external environment and predict how it will affect strategy formulation. [12]

OR

B. Explain the meaning and characteristics of objectives.

Q. 5.A. Discuss Michael Porter's Five Forces Analysis. [12]

OR

B. Explain strategy formulation using the SWOC analysis.

Q. 6.A. Examine the factors in the internal environment. [12]

OR

B. Analyse Value Chain Analysis as a model of strategic analysis.

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