

SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN
(AUTONOMOUS)

(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC)
Chromepet, Chennai - 600 044.

M.Com. - END SEMESTER EXAMINATIONS - APRIL 2025

SEMESTER - I

23PCOCT1004 - Strategic Management

Total Duration : 2 Hrs. 30 Mins.

Total Marks : 60

Section B

Answer any **SIX** questions ($6 \times 5 = 30$ Marks)

1. Explain the different levels of strategy in an organization with suitable examples.
2. Define corporate governance and explain the role of the Board of Directors and top management in corporate governance.
3. Discuss the role of strategic leadership across organizations in enhancing business performance.
4. Describe the significance of business process reengineering and benchmarking.
5. Describe Michael Porter's Generic Strategies and their significance in business success.
6. Distinguish between vision, mission, and objectives in strategic intent.
7. Explain the key characteristics of strategic leadership and its role in business success.
8. Critically analyze the importance of strategic control in ensuring the success of a business strategy.

Section C

I - Answer any **TWO** questions ($2 \times 10 = 20$ Marks)

9. Compare and contrast the McKinsey 7S Model with other strategic planning frameworks. In what scenarios is the McKinsey 7S Model more effective?
10. Explain the importance of functional-level strategies in achieving business success. How do marketing, financial, operations, and human resource strategies contribute to an organization's competitive advantage?
11. Evaluate the role of strategic leadership in fostering innovation and entrepreneurship. Discuss with relevant examples.
12. Critically examine how Six Sigma contributes to strategic management. Discuss with examples.

Contd...

II - Compulsory question (1 × 10 = 10 Marks)

13. Analyze the different corporate-level strategies and discuss their impact on organizational performance.
