

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.

B.Com.PA - END SEMESTER EXAMINATIONS - APRIL 2025

SEMESTER - VI

**23UPAET6A02 - Operations Management & 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 key factors to consider when selecting a plant location.
2. Discuss the importance of aligning strategy with vision and mission.
3. Define SWOT analysis and its significance in strategic decision-making.
4. What are the key steps in strategy formulation?
5. Explain the concept of Economic Order Quantity (EOQ).
6. Explain the objectives of strategic management.
7. What is the BCG Matrix, and how is it used in portfolio analysis?
8. What is Business Process Re-engineering (BPR), and how does it improve organizational efficiency?

**Section C**

Answer any **THREE** questions ( $3 \times 10 = 30$  Marks)

9. Discuss the various types of plant layouts and their advantages & disadvantages.
10. Enumerate the functions of Production Planning and Control (PPC) and its importance in manufacturing industries.
11. Explain the alignment of individual-level objectives with organizational objectives and its impact on business performance.
12. Describe the various stages in strategic planning and their importance in business growth.
13. Explain innovations and disruptive business models in the digital era with suitable examples.

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