

Roll.No.

23PCOCT1004

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 - NOVEMBER 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 about the Importance of Strategic Management.
2. Enlist the Phases of Strategic Management.
3. Write Short notes on: Marketing and Financial Strategy.
4. Interpret the Research and Development of different levels of Strategies.
5. Determine the SWOT Analysis.
6. Describe the Concepts and Nature of Corporate Strategy.
7. Find out the Organization Structure for Management.
8. Predict the Business Process Re- engineering and Benchmarking for Management.

Section C

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

9. Clearly explain the Benefits and Challenges of Strategic Management.
10. Interpret the Michael Porter's Generic Strategies.
11. Differentiate the Entrepreneurship and Intrapreneurship.
12. Explain the Six Sigma and Contemporary Practices in Strategic Management.

II - Compulsory question ($1 \times 10 = 10$ Marks)

13. Justify the Role of Board of Directors and top Management in Corporate Governance.
