



Term Evaluation(Even) Semester Examination May-June 2025

Roll no.....

Name of the Course and semester: B.com Honours & 6th Sem.

Name of the Paper: Strategic Management.

Paper Code: BCH602

Time: 1.5 hour

Maximum Marks: 50

Note:

- (i) All the questions are compulsory.
- (ii) Answer any one sub question from a and b in each main question.
- (iii) Total marks for each question is 10 (ten.)
- (iv) Each sub-question carries 10 marks.

Q1.

- a. Explain with the help of an example how SWOT analysis is crucial for organisations in terms of getting ahead from competitors. (CO1) (1X10=10 Marks)

OR

- b. Compare different matrix used by organisations for environmental scanning.(CO4)

Q2.

- a. Discuss the importance of stakeholders theory. (CO2) (1X10=10 Marks)

OR

- b. Illustrate the potential benefits and risks associated with strategic change. Provide real life examples. (CO3)

Q3.

- a. Justify how being socially responsible helps in organisation's success. (CO5) (1X10=10 Marks)

OR

- b. What are the risks associated with strategic management? (CO1)

Q4.

- a. Use examples and explain strategic management along with its scope. (CO3) (1X10=10 Marks)

OR

- b. Describe Forecasting. What are types of forecasting methods? (CO1)

Q5.

- a. Being ethical is vital for every organisation, justify. (CO5)

OR

- b. How can a leader effectively communicate a strategic vision to inspire and align a diverse team towards a common goal? (CO1)

Note For the question paper setters:

- Question paper should cover all the COs of the course.