



UNIVERSITY OF KELANIYA – SRI LANKA
Centre for Distance and Continuing Education
Faculty of Commerce & Management Studies

Bachelor of Commerce (Special) Degree Fourth Year Examination (External) – 2019

July – 2025

BCOM E 4015 - Strategic Management

No. of questions: Five (05)

Answer All Questions.

Time: 03 hours

Question No. 01

a). Define Strategic Management.

(04 marks)

b). What are the four steps in the Strategic Management Process?

(04 marks)

c). What are the benefits of Strategic Management to a business organization? Briefly describe four.

(12 Marks)

(Total 20 Marks)

Question No. 02

a). List four forces in an organization's task environment.

(08 Marks)

b). Develop a SWOT analysis for any organization of your choice. You are required to identify a few factors under each category and briefly describe each.

(12 Marks)

(Total 20 Marks)

Question No. 03

a). What are the different levels of strategies you find in an organization. Briefly describe.

(08 Marks)

- b). Using Porter's Competitive Strategies Model, explain how business level strategy can be set forth by companies. Use examples.

(12 Marks)

(Total 20 Marks)

Question No. 04

- a). What do you mean by Strategy Implementation?

(04 Marks)

- b). Identify and briefly explain possible issues an organization may face when implementing strategies?

(08 Marks)

- c). Explain the concepts of Programs, Budgets, and Policies.

(08 Marks)

(Total 20 Marks)

Question No. 05

Write Short notes.

- a). Strategy Control
b). Ansoff Matrix
c). Value Chain Analysis
d). Performance

(04x05 Marks)

(Total 20 Marks)