

QP CODE: 23004990



Reg No :

Name :

M.COM DEGREE (CSS) EXAMINATION , JULY 2023

Second Semester

CORE - CM010205 - STRATEGIC MANAGEMENT

M.COM FINANCE AND TAXATION, M.COM FINANCE AND TAXATION (SF), M.COM
MANAGEMENT AND INFORMATION TECHNOLOGY (SF), M.COM MARKETING AND
INTERNATIONAL BUSINESS (SF), M.COM MASTER OF COMMERCE AND MANAGEMENT

2019 Admission Onwards

880E1EAE

Time: 3 Hours

Weightage: 30

Part A (Short Answer Questions)

*Answer any **eight** questions.*

*Weight **1** each.*

1. State the meaning of appealed policy
2. Point out the activities in strategic management process
3. What is meant by situational analysis?
4. What is meant by TOWS matrix?
5. Write a brief note on the adaptive mode of strategy formulation
6. What are the main objectives of BPR? Mention the various steps involved in BPR?
7. Bring out the main theme of Life Cycle Approach to Strategic Planning.
8. Define Strategic Funds Programming.
9. Indicate the limitations of Collaborative approach.
10. Discuss on Implementation Control strategy.


(8×1=8 weightage)

Part B (Short Essay/Problems)

*Answer any **six** questions.*

*Weight **2** each.*

11. Give an account of strategic planning process

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12. Critically evaluate the advantages and drawbacks of PEST Analysis.
 13. Explain the framework of SWOT audit
 14. Explain the benefits and limitations of scenario planning
 15. Discuss the different types of strategies
 16. What do you understand by Strategic Alliance? What are the different types of Strategic Alliance?
 17. Explain Experience Curve in the case of Automobiles.
 18. Discuss on Du Pont's Control Model.

(6×2=12 weightage)

Part C (Essay Type Questions)

*Answer any **two** questions.*

*Weight **5** each.*

19. With suitable examples, state the need of a mission and vision statement for an enterprise.
20. Explain the value chain activities and describe the process of value chain analysis
21. Explain the strategic alternatives at corporate level and discuss the major types of strategies followed by organisations under different circumstances
22. Explain the basic types of Organisational Structures.

(2×5=10 weightage)