

QP CODE: 25025273



Reg No :

Name :

M.Com DEGREE (CSS) EXAMINATION, MAY 2025

Second Semester

CORE - CM010205 - STRATEGIC MANAGEMENT

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

2019 ADMISSION ONWARDS

1C7D2221

Time: 3 Hours

Weightage: 30

Part A (Short Answer Questions)

Answer any **eight** questions.

Weight 1 each.

1. What is meant by strategic management?
2. Define the term strategic planning?
3. What is meant by task environment?
4. What do you mean by internal environment of a business?
5. Write a short note on the types of functional level strategies
6. What is Horizontal Integration?
7. What are the Production Factors in AD Little's Life Cycle Approach?
8. Define Strategic Funds Programming.
9. What is Strategic Leap Control?
10. Write any four benefits of a Balanced Score card.

(8×1=8 weightage)

Part B (Short Essay/Problems)

Answer any **six** questions.

Weight 2 each.



11. State the criteria which makes a business policy effective.
12. Discuss the important common entry barriers.
13. Describe the method of TOWS matrix.
14. Briefly explain the limitations of scenario planning.
15. Explain the process of strategy formulation.
16. Describe the types of Concentric diversification.
17. Discuss the Cash Flow Implication of Competitive Cost Dynamics.
18. Explain the process of Strategy implementation.

(6×2=12 weightage)

Part C (Essay Type Questions)

· Answer any **two** questions.

Weight 5 each.

19. Define the terms - mission and vision. Explain the relevance and need for mission and vision for any enterprise.
20. Explain the framework of SWOT matrix. Discuss the benefits and drawbacks of SWOT Analysis.
21. What do you mean by Merger? Explain its types and reasons behind its failure.
22. State the nature of strategic implementation and also enumerate the barriers to Strategic Implementation.

(2×5=10 weightage)