

G 17003012



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Reg. No.....

Name.....

M.Com. DEGREE (C.S.S.) EXAMINATION, JULY 2017

Second Semester

Faculty of Commerce

SM02C07—STRATEGIC MANAGEMENT

(2012 Admission onwards)

Time : Three Hours

Maximum Weight : 30

Section A

Answer any five questions.

Each question carries a weight of 1.

Answer each question not exceeding one page.

1. Define 'Mission'.
2. What do you understand by Strategic Management ?
3. What do you mean by Supplier Environment ?
4. What is 'Environmental Scanning' ?
5. What is 'Strategic Planning' ?
6. What is meant by Unrelated Diversification ?
7. What is 'Joint Venture' ?
8. Define 'Strategic implementation' ?

(5 × 1 = 5)

Section B

Answer any five questions.

Each question carries a weight of 2.

Answer each question not exceeding two pages.

9. What are the comprehensive models of Strategic Management ?
10. Explain the different steps involved in SWOT Analysis.
11. What are the factors affecting Environmental Appraisal ?
12. Describe the various types of concentric diversification.
13. What are the processes of planning strategic ?
14. Describe the types of Merger and Acquisitions.

Turn over





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15. What are the different types of strategic Alliance ?
16. What are the nature of Strategic Implementation ?

(5 × 2 = 10)

Section C

*Answer any three out of six questions.
Each question carries a weight of 5.*

17. Explain the important Strategic Management process ?
18. Describe the characteristics of objectives.
19. Describe the important approaches to environmental scanning.
20. What are the benefits of horizontal integration ?
21. Describe the various elements of capacity expansion decision.
22. Enumerate the major barriers to strategic implementation.

(3 × 5 = 15)

