

19001611



Reg. No.....

Name.....

M.Com. DEGREE (C.S.S.) EXAMINATION, JUNE 2019

Second Semester

Faculty of Commerce

SM02 C07—STRATEGIC MANAGEMENT

(2012 Admission onwards)

Time : Three Hours

Maximum Weight : 30

Section A

I. Answer any *five* questions. Each question carries 1 weight. Answer each question not exceeding *one page* :

- 1 What is TOWS Matrix ?
- 2 What is turnaround strategy ?
- 3 What do you mean by mergers ?
- 4 What is corporate strategy ?
- 5 What do you mean by value chain ?
- 6 What is SBU ?
- 7 What is a mission ?
- 8 What is Business Portfolio Analysis ?

(5 × 1 = 5)

Section B

II. Answer any *five* questions. Each question carries 2 weight. Answer each question not exceeding *two pages* :

- 9 What is strategic management ? What are the limitations of strategic management ?
- 10 Explain the techniques of environmental search.
- 11 What is integration ? Explain forward and backward integration concepts.
- 12 Explain BCG matrix.
- 13 What is GE model ? What are its implications ? Explain relative merits and demerits.

- 14 What are the key characteristics of a mission statement ?
- 15 What are the limitations of SWOT analysis ? Give reasons.
- 16 Why would some companies want to diversify ?

(5 × 2 =10)

Section C

III. Answer any *three* questions. Each question carries 5 weights.

- 17 Explain Product Life Cycle.
- 18 What is environmental scanning ? What are the components of environmental scanning ?
- 19 What do you mean by setting the objective ? What factors govern the setting of the objectives ?
- 20 Describe the different steps involved in strategy implementation.
- 21 What is a generic strategy ? Explain in brief all the generic strategies.
- 22 Explain strategic management models in decision making.

(3 × 5 = 15)