

QP CODE: G 5630



Reg No :

Name :

M.COM DEGREE (CSS) EXAMINATION , MAY 2021

Second Semester

CORE - CM010205 - STRATEGIC MANAGEMENT

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

2019 Admission (For Private Candidates)

731A7664

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. Briefly explain any four features of strategy
3. List the components of micro environment
4. What do you mean by ST Strategy in TOWS Matrix?
5. Write a brief note on the adaptive mode of strategy formulation
6. What is Pause Strategy?
7. Who are the second movers?
8. State the meaning of Strategic Funds Programming with an example.
9. Briefly mention the inter-relationship between Strategy and Structure.
10. Briefly comment on DuPont Analysis Formula.

(8×1=8 weightage)

Part B (Short Essay/Problems)

*Answer any **six** questions.*

Weight 2 each.

11. How does strategic planning differ from routine planning of a business?
12. Discuss the important common entry barriers.
13. Define value chain and analyze its role in strategic implementation
14. Explain the benefits and limitations of scenario planning
15. Differentiate between Merger and Acquisition.





16. What are the key differences between horizontal and vertical integration
17. State the Industry Life Stages in AD Little Life Cycle Approach.
18. Explain the steps involved in the process of Strategic Evaluation and Control

(6×2=12 weightage)

Part C (Essay Type Questions)

*Answer any **two** questions.*

Weight 5 each.

19. Describe the role of vision, mission and values in strategy development
20. Explain the framework of SWOT matrix. Discuss the benefits and drawbacks of SWOT Analysis.
21. Explain the strategic alternatives at corporate level and discuss the major types of strategies followed by organisations under different circumstances
22. Describe Strategic Implementation and also quote down the relationship between Strategy Formulation and Implementation.

(2×5=10 weightage)

