Reg. No. : ....

Name : ....

G – 4531

Second Semester M.Com. Degree Examination, July 2019

Paper II: CO 222 STRATEGIC MANAGEMENT

(2018 Admission)

Time : 3 Hours

Max. Marks : 75

(3)

SECTION – A

Answer **all** questions. **Each** question carries **2 marks**

1. What is Strategic Management?

2. How mission is different from vision?

3. What do you mean by environmental scanning?

4. What are core competencies?

5. What do you understand by the term Generic Strategies?

6. Give an account of Vertical Integration.

7. Bring out the meaning of HR Strategies.

8. Define: BCG Matrix.

9. What is Strategic control system?

10. Define E-Business model.

(10× 2 = 20 Marks)

SECTION – B

Answer **any five** questions. **Each** question carries **5** marks

11. Explain Tows matrix.

12. Describe the different types of strategies.

13. Choose any one MNC operates in India and apply SWOT analysis for the MNC.

14. Discuss about GAP analysis.

15. Explain the process of strategic implementation and evaluation.

16. Discuss Mc Kinsey's 7s framework.

17. Discuss the advantages and limitations of strategic audit.

18. Explain new business models and strategies for internet economy.

(5 × 5 = 25 **Marks**)

SECTION – C

Answer **any two** questions. **Each** question carries **15** marks

19. Briefly discuss the Strategic Management process.

20. Discuss the importance of SWOT analysis and ETOP.

21. Explain the various phases of strategy formulation with an illustration.

22. Examine the techniques of strategic evaluation and control.

(2 × 15 = 30 **Marks**)

Reg. No. : ....

Name : ....

Second Semester M.Com. Degree Examination, May 2020

Paper II : CO 222 : STRATEGIC MANAGEMENT

(2018 Admission onwards)

Time : 3 Hours

Max. Marks : 75

SECTION A

Answer **all** questions. Each question carries **2** marks.

1. How to set the objectives and goals in an organization?

2. Define "Strategic Management".

3. What is Competitive Analysis?

4. Explain ETOP.

5. What do you mean by integration?

6. Give the meaning of Grand strategies.

7. What is Formulation of strategies?

8. Write short notes on Production.

9. What is control of strategies?

10. Define "Strategic audit".

(10 × 2 = 20 Marks)

SECTION B

Answer any **five** questions. Each question carries **5** marks.

11. Explain the challenges of Strategic Management.

12. Discuss in brief the PESTEL analysis.

13. Explain about sub-classification of strategies.

14. What do you understand by GAP analysis? Discuss.

15. Distinguish between Grand strategies and Generic Strategies.

16. Explain new business models and strategies for internet economy.

17. Enumerate the functional aspects of implementation.

18. Define Strategic audit. Explain the advantages and disadvantages.

(5 × 5 = 25 Marks)

SECTION C

Answer any **two** questions. Each question carries **15** marks.

19. Explain the term 'mission' and its role in developing the organization.

20. Discuss the different types of strategic alternatives and its choices.

21. Evaluate the impact of different types of environment.

22. State and explain Mc Kinsey's 7's framework with examples.

(2 × 15 = 30 Marks)

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Second Semester M.Com. Degree Examination, November 2021

CO 222 : STRATEGIC MANAGEMENT

(2018 Admission Onwards)

Time : 3 Hours

Max. Marks : 75

SECTION – A

Answer **all** questions. Each question carries **2** marks.

1. What are the levels of strategy?

2. Define Strategic intent.

3. Give the meaning of SWOT analysis.

4. What do you mean TOWS matrix?

5. Write short notes on Retrenchment strategies.

6. What is mean by stability?

7. What do you mean by GAP analysis?

8. Define "Marketing".

9. What is blue ocean strategy?

10. Give any two techniques of Strategies.

(10 × 2 = 20 Marks)

SECTION – B

Answer **any five** questions. Each question carries **5 marks**.

11. Explain the elements of Strategic Decision making.

12. State the components of environment.

13. How does SWOT analysis help industry?

14. Explain Michael Porter's five forces model.

15. Discuss in detail the Grand strategies.

16. What are the process and policies o formulation of strategies?

17. Explain the BCG Matrix in detail.

18. What is Licensing Strategy? Explain its forms.

(5 × 5 = 25 Marks)

SECTION – C

Answer **any two** questions. Each question carries **15 marks**.

19. Explain the recent trends in Strategic Management.

20. Identify the different environmental factors that affects and influence the management.

21. How are strategies formulated in an organization?

22. Explain the different types of strategic implementation.

(2 × 15 = 30 Marks)

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P – 5393

Reg. No. : ....

Name : ....

Second Semester M.Com. Degree Examination, September 2022

CO 222 : STRATEGIC MANAGEMENT

(2018 Admission Onwards)

Time : 3 Hours

Max. Marks : 75

SECTION – A

Answer **all** questions. **Each** question carries **2** marks.

1. What is meant by strategic control?

2. Define diversification.

3. What do you understand by static audit?

4. What is meant by BCG portfolio matrix?

5. Define Mission.

6. What is grand strategy?

7. What are the components of external environment?

8. What is environment scanning?

9. Define the term strategy.

10. What is ETOP?

(10 × 2 = 20 Marks)

SECTION – B

Answer **any five** questions. **Each** question carries **5** marks.

11. Why organizations need strategies?

12. Discuss the global strategic management.

13. Explain value chain analysis.

14. Distinction between goals and objectives.

15. How do you apply SWOT analysis in crafting strategies?

16. Explain Porter's Generic strategy Model.

17. Why analysis of environment is essential in strategic management?

18. What are the criteria for evaluating strategic alternatives?

(5 × 5 = 25 Marks)

SECTION – C

Answer any **two** of the following questions. **Each** question carries **15** marks.

19. What are the features of strategic management? Explain the importance of strategic management.

20. Discuss the various organizational structures.

21. Write an essay on various steps in strategy implementation.

22. What is a functional strategy? Explain the types of functional strategies.

(2 × 15 = 30 Marks)

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