QP CODE: 22002473

Reg No   :   ....

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M.COM DEGREE (CSS) EXAMINATION , NOVEMBER 2022
Second Semester
CORE - CM010205 - STRATEGIC MANAGEMENT

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

2019 Admission Onwards

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Time: 3 Hours   Weightage: 30

Part A (Short Answer Questions)

*Answer any **eight** questions.*

*Weight **1** each.*

1. Mention the features of business policy.

2. What are the limitations of strategic management process model?

3. What is PEST Analysis?

4. What do you understand by core competence?

5. What is Concentric Diversification?

6. What are the merits of Vertical Integration?

7. What is meant by cost dynamics?

8. What is IA-BS Matrix?

9. Define Organisational Structure.

10. Comment on the Key Areas of Balanced Scorecard.

(8×1=8 weightage)

Part B (Short Essay/Problems)

Answer any six questions.

Weight 2 each.

11. Describe the characteristics of Objectives.

12. Elucidate the stages of environmental analysis.

13. Imagine you are the strategic head of a Pharmaceutical company. Conduct a SWOT Analysis of your firm on the context of an epidemic out break .

14. Explain the TOWS Matrix and strategies postulated by the matrix.

15. Write an elaborate note on strategic business unit.

16. Why companies go for Merger?

17. Discuss the tools of assessing economic contribution of strategy.

18. What are strategic implementation issues? Explain

(6×2=12 weightage)

Part C (Essay Type Questions)

Answer any two questions.

Weight 5 each.

19. Explain the various models of strategic planning , also state the factors affecting the selection of a strategic planning model.

20. Value Chain model is a useful tool for defining a firm's core competencies.Justify the statement.

21. What is Strategy formulation? Discuss the steps involved in strategy formulation .

22. Resistance to strategic change can be due to various reasons- Explain. Also note down the managerial techniques to overcome such resistance.

(2×5=10 weightage)