M.COM DEGREE (CSS) EXAMINATION , JANUARY 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. Define the term policy?

2. How can a blend be achieved between a traditional and modern strategy for benefit of a business?

3. What is meant by primary activity in value chain analysis?

4. Define Core Competence.

5. State any four basic principles of strtegy formulation.

6. What is divestment strategy?

7. Describe Industry Attractiveness.

8. State the meaning of Strategic Funds Prgramming with an example.

9. What are the limitations of 7-S Framework model?

10. Strategic Surveillance-Explain the concept briefly.

(8×1=8 weightage)

Part B (Short Essay/Problems)

*Answer any **six** questions.*

*Weight **2** each.*

11. Define the term mission. State the need of mission statement for a business.

12. Appraise the characteristics of business environment.

13. Explain Michael Porter's five force model.

14. Describe the need and importance of Industry Analysis.

15. How can Acquisitions be made successful?

16. What are the reasons for BPR?

17. State the merits of Experience Curve approach.

18. Explain how the Balanced Scorecard seeks to measure a business.

<div align="right">(6×2=12 weightage)</div>

Part C (Essay Type Questions)

*Answer any **two** questions.*

*Weight **5** each.*

19. What is meant by strategic planning? What are the steps involved in the formulation of a strategic business plan?

20. How the SWOT audit and TOWS matrix helpful to the business? Discuss.

21. Discuss the various strategic levels in an organisation.

22. Explicate the different approaches towards Strategic Implementation.

<div align="right">(2×5=10 weightage)</div>