

G 2885

(Pages : 2)

Reg. No.....

Name.....

**M.Com. DEGREE (C.S.S.) EXAMINATION, AUGUST 2016**

**Second Semester**

Faculty of Commerce

**SM 02 C07—STRATEGIC MANAGEMENT**

(2012 Admissions)

Time : Three Hours

Maximum Weight : 30

**Section A**

*Answer any five questions.*

*Each question carries a weight of 1.*

*Answer each question not exceeding one page.*

1. Define 'Strategic Management'.
2. What is policy ?
3. What do you mean by Value Chain Approach ?
4. Define the term 'Environmental Scanning'.
5. Define 'Strategic Planning'.
6. What is portfolio Analysis ?
7. What is Diversification Strategic ?
8. What is Strategic implementation ?

(5 × 1 = 5)

**Section B**

*Answer any five questions.*

*Each question carries a weight of 2.*

*Answer question not exceeding two pages.*

9. Describe the benefits of Strategic Management.
10. What are the steps involved in SWOT analysis ?
11. What are factors affecting Environmental Appraisal ?
12. Mention the benefits of adopting Horizontal Integration Strategic ?
13. Explain the techniques of Portfolio Analysis.
14. What are the reasons for adopting Merger Strategic ?
15. Discuss the various types of Joint Ventures.
16. What are the major themes of Strategic Implementation ?

(5 × 2 = 10)

**Turn over**

**Section C**

*Answer any three out of six questions.*

*Each question carries a weight of 5.*

17. What are implications of taking Strategic Management as a process ?
18. Describe the characteristics of a good mission Statement.
19. What are the analytical classifications of various Environmental factors ?
20. Explain the three types of concentric diversification.
21. What are the various issues involved in expansion strategic.
22. Enumerate the five characteristics of strategic implementation.

(3 × 5 = 15)