

QP CODE: 24018979



Reg No : .....

Name : .....

**M.COM DEGREE (CSS) EXAMINATION , APRIL 2024**

**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. Explain the term organisational policy.
2. What is the need of a mission statement with reference to a business unit?
3. State the features of situational analysis.
4. What do you mean by ST Strategy in TOWS Matrix?
5. Briefly explain types of functional strategies.
6. Write a brief note on the term acquisition and mention the types of acquisition.
7. Define Experience Curve.
8. What are the Supply Factors in AD Little Life Cycle Approach?
9. Write a note on strategy implementation.
10. Define Divisional Structure.

(8×1=8 weightage)

**Part B (Short Essay/Problems)**

*Answer any **six** questions.*

*Weight **2** each.*

11. What is Strategic Management? What benefits accrue by following a strategic approach to managing?
12. Describe the method used in PEST Analysis.
13. Explain the activities of an organisation on the basis of value chain analysis.





14. Evaluate the criteria for a good scenario.
15. What are the different approaches to Strategy Formulation?
16. Elucidate the benefits of Horizontal Integration Strategy.
17. Mention the limitations of Strategic Funds Programming.
18. Explain the major objectives of strategy evaluation and control.

(6×2=12 weightage)

**Part C (Essay Type Questions)**

*Answer any **two** questions.*

*Weight 5 each.*

19. Explain the stages of strategic planning and also the importance of strategic planning in an organisation.
20. Discuss the method of SWOT audit and TOWS matrix.
21. Elucidate Michael E. Porter's generic strategy with proper explanation on all the generic strategies.
22. Discuss on the different types of Control Systems.

(2×5=10 weightage)

