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Reg. No.....

Name.....

M.Com. DEGREE (C.S.S.) EXAMINATION, NOVEMBER 2020

Second Semester

Faculty of Commerce

SM02C07—STRATEGIC MANAGEMENT

(2012—2018 Admissions)

Time : Three Hours

Maximum Weight : 30

Section A

*Answer any **five** questions.*

Each question carries 1 weight.

*Answer each not exceeding **one** page.*

1. What is Strategic Management ?
2. What is a mission ?
3. What is ETOP ?
4. What is vertical integration ?
5. What do you mean by SWOT analysis ?
6. What do you mean by takeovers ?
7. What is SBU ?
8. What is meant by strategy formulation ?

(5 × 1 = 5)

Section B

*Answer any **five** questions.*

Each question carries 2 weight.

*Answer each question not exceeding **two** pages.*

9. What are the reasons for forming strategic alliances ?
10. Explain value chain analysis.
11. Bring out the benefits of external environmental appraisal.
12. Explain the purpose of doing a competitor analysis.
13. Explain BCG matrix.
14. Distinguish between mergers and acquisitions.

Turn over



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15. Distinguish between Strategic Control from Operating Control.
16. Discuss the important elements of Mission statement.

(5 × 2 = 10)

Section C

Answer any three questions.

Each question carries 5 weights.

17. What do you mean by Synergy ? What are the areas of synergistic advantages ?
18. Describe the different steps involved in strategy implementation.
19. "Formulation of strategy does not ensure organisation success". Discuss.
20. Explain the basic elements of strategic management process.
21. What are the different types of factors affecting the process of environmental analysis ?
22. What is a generic strategy ? Explain in brief all the generic strategies.

(3 × 5 = 15)