

G 3595

(Pages : 2)

Reg. No.....

Name.....

M.Com. DEGREE (C.S.S.) EXAMINATION, AUGUST 2015

Second Semester

Faculty of Commerce

SM 02 C07—STRATEGIC MANAGEMENT

(2012—Admission onwards)

Time : Three Hours

Maximum Weight : 30

Section A

I. Answer any *five* questions. Each question carries 1 weight, Answer each question not exceeding *one* page.

- 1 What are the elements of strategic management ?
- 2 What is corporate strategy ?
- 3 Explain Turnaround strategy.
- 4 What are the limitations of strategic management process model ?
- 5 What is SWOT Analysis ?
- 6 Explain the need for goals.
- 7 What are the steps in internal analysis ?
- 8 What is concentric diversification ?

(5 × 1 = 5)

Section B

II. Answer any *five* questions. Each question carries 2 weight, Answer each question not exceeding *two* pages.

- 9 Explain the models of strategic management.
- 10 Differentiate between Vision and Mission, Objectives and Goals.
- 11 Discuss the steps involved in strategy formulation.
- 12 What is a Strategic Decision ? What are the elements of Strategic Decision.
- 13 What is SBU structure ? What are its merits and demerits ?
- 14 What are the various techniques of strategic control ? Explain each of them.
- 15 What is strategic choice ? What factors influence strategic choice.
- 16 What is contingency strategy ? What points are to be borne in mind by the strategist while using these strategies ?

(5 × 2 = 10)

Turn over

Section C

III. Answer any *three* questions. Each question carries 5 weight, Answer each question not exceeding *two* pages.

- 17 Explain Strategic Management models in Decision making.
- 18 What is growth strategy ? What are its features ? When to follow it ?
- 19 Discuss the various elements to be considered while doing the Environmental Analysis.
- 20 "Strategy changes structure". Explain.
- 21 What is 7-S Model ? How it helps in reducing the difficulties in strategy implementation ?
- 22 What is strategy implementation ? What is the relationship between strategy formulation and implementation.

(3 × 5 = 15)