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QP CODE: 20000802

Reg No : .....

Name : .....

**M.COM DEGREE (CSS) EXAMINATION , NOVEMBER 2020**

**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)

2019 Admission Onwards

9EFAEFE5

Time: 3 Hours

Weightage: 30

**Part A (Short Answer Questions)**

Answer any **eight** questions.

Weight 1 each.

1. What is the necessity of having a business policy?
2. A strategy is said to be complex. Comment.
3. What is a SWOT Matrix?
4. What is scenario planning?
5. What is meant by Integrated Cost Leadership Strategy?
6. What do you understand by the term Re-engineering?
7. Define Cost Advantage.
8. Describe Business Strength.
9. What can be the merits and demerits of a Simple Organisational Structure?
10. What is meant by Strategic Change?

(8×1=8 weightage)

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

Answer any **six** questions.

Weight 2 each.

11. What do you mean by corporate vision? Also give some examples.



12. Explain the techniques used for environmental analysis.
  13. Discuss the functional factors in Internal Analysis.
  14. Discuss the advantages of TOWS Matrix
  15. Elucidate the modes of strategic formulation
  16. What is Stability Strategy? Explain the variants of Stability Strategy.
  17. Explain the application of Strategic Funds Programming.
  18. List down and explain the procedure involved in the process of building a Balanced Scorecard.
- (6×2=12 weightage)

**Part C (Essay Type Questions)**

*Answer any **two** questions.*

*Weight **5** each.*

19. Explain in detail the various steps in the strategic planning process.
  20. Explain Michael Porter's Five Forces Model with suitable examples
  21. What do you mean by Merger? Explain its types and reasons behind its failure
  22. State the nature of strategic implementation and also enumerate the barriers to Strategic Implementation.
- (2×5=10 weightage)