

QP CODE:G 1629



Reg No : .....

Name : .....

**M.Com DEGREE (CSS) PRIVATE EXAMINATION, NOVEMBER 2022**

**Second Semester**

**COMMERCE**

**CORE - CM010205 - STRATEGIC MANAGEMENT**

2019 ADMISSION ONWARDS

38E99C9C

Time: 3 Hours

Weightage: 30

**Instructions (Applicable for 2020 & 2021 Admissions only)** : This question paper contains two sections. Answer section I questions in the answer book provided. Section II Internal examination questions must be answered in the question paper itself. Follow the detailed instructions given under section II.

**SECTION I**

**Part A (Short Answer Questions)**

Answer any **eight** questions.

Weight **1** each.

1. Distinguish between explicit and implicit policy
2. Define the term vision.
3. What is PEST Analysis?
4. What is WO Strategy in TOWS Matrix?
5. What are the conditions under which firms adopt Retrenchment strategies?
6. State any four disadvantages of vertical integration.
7. What are the Supply Factors in AD Little Life Cycle Approach?
8. State the concept of Prioritisation in Business Portfolio Balancing.
9. What is a Matrix Organisational Structure?
10. What is meant by Special Alert Control?

(8×1=8 weightage)

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

Answer any **six** questions.

Weight **2** each.

11. State the features of strategic management.
12. Discuss the significance of Situational Analysis.
13. Discuss the methods of identifying Critical Success Factors.





14. Evaluate the criteria for a good scenario.
15. Explain the different types of business level strategies.
16. Describe the reasons for the failure of merger and acquisition.
17. Explain Experience Curve in the case of FMCG.
18. How is the Balanced Scorecard related to Strategic and Operational 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. Explain the value chain activities and describe the process of value chain analysis.
21. What is Strategy formulation? Discuss the steps involved in strategy formulation.
22. Describe Strategic Implementation and also quote down the relationship between Strategy Formulation and Implementation.

(2×5=10 weightage)

