

QP CODE: F 4801



Reg No :

Name :

M.Com DEGREE (CSS) PRIVATE EXAMINATION, NOVEMBER 2023

Second Semester

Faculty of Commerce

COMMERCE

CORE - CM010205 - STRATEGIC MANAGEMENT

2019 ADMISSION ONWARDS

EFC38A71

Time: 3 Hours

Weightage: 30

Instructions: (Applicable for 2020 Admission Onwards) 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. What are the three different levels of hierarchical planning?
3. What is meant by Ad-Hoc Scanning?
4. What do you mean by industry analysis?
5. What is Grand Strategy?
6. State the merits of Mergers?
7. Describe Industry Attractiveness.
8. Define Business Portfolio Balancing.
9. Define strategy implementation.
10. Write any four benefits of a Balanced Score card.

(8×1=8 weightage)

Part B (Short Essay/Problems)

*Answer any **six** questions.*

*Weight **2** each.*

11. List out the differences between a policy and a strategy.





12. Define value chain and analyze its role in strategic implementation
13. Explain the framework of SWOT audit
14. Identify the advantages of scenario planning
15. Explain the types of functional level strategies
16. Explain vertical integration strategy alternatives
17. Discuss the limitations of Experience Curve approach.
18. Explain the steps how one can match the organisation structure with that of Strategy.

(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 is Strategy formulation? Discuss the steps involved in strategy formulation
22. Discuss on the different types of Control Systems.

(2×5=10 weightage)

