

G 2865

(Pages : 2)

Reg. No.....

Name.....

M.Com. DEGREE (C.S.S.) EXAMINATION, AUGUST 2014

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 questions carries 1 weight, answer each question not exceeding *one page*.

- 1 What are the features of strategic management ?
- 2 What is TOWS Matrix ?
- 3 What is corporate social responsibility ?
- 4 Explain how integration is useful for companies to grow.
- 5 What do you mean by environmental scanning ?
- 6 What is Turnaround strategies ?
- 7 Explain value chain analysis.
- 8 What do you mean by Synergy ? What is positive and negative synergy ?

(5 × 1 = 5)

Section B

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

- 9 Distinguish between Horizontal and Vertical Integration.
- 10 What is strategic management ? Explain the different levels of strategy.
- 11 Discuss the steps involved in strategy formulation.
- 12 Explain the different phases of strategic management.
- 13 What is strategic control process ? What are the components of this process ?
- 14 What is strategic choice ? What factors influence strategic choice ?
- 15 What is GE Model ? What are its implications ? Explain relative merits and demerits.
- 16 What is integration ? Explain forward and backward integration concepts.

(5 × 2 = 10)

Turn over

Section C

III. Answer any *three* questions. Each questions carries 5 weight.

- 17 What is diversification? What are its types ? Explain reasons for diversification
- 18 Successful implementation of strategy is possible only when the strategy is backed by an appropriate organization structure and control system. Discuss.
- 19 What is Social Responsibility ? What are its objectives ? Explain the importance of Social Responsibility ?
- 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)