

Reg. No

Name

19P2048

M. COM DEGREE END SEMESTER EXAMINATION - MARCH/APRIL 2019

SEMESTER 2 : COMMERCE

COURSE : 16P2COMT09 : STRATEGIC MANAGEMENT

(For Regular - 2018 Admission and Supplementary - 2017/2016 Admissions)

Time : Three Hours

Max. Marks: 75

Section A

Answer any 10 (2 marks each)

1. Define Strategic Management.
2. What is meant by cost leadership strategy?
3. Write a note on strategic fit
4. Briefly explain core competency in strategic management
5. What do you understand by forward integration
6. What is grand strategy?
7. What is meant by contraction defense?
8. Elucidate the concept End Run offensive strategy
9. What is meant by performance gap analysis?
10. Briefly discuss about merger
11. Define networking
12. State the meaning of collaborative approach to strategic management.

(2 x 10 = 20)

Section B

Answer any 5 (5 marks each)

13. Explain the process of strategic management.
14. Explain the framework of BCG analysis.
15. What is meant by retrenchment strategy? Explain the various retrenchment strategy alternatives.
16. Explain the different vertical integration strategy alternatives.
17. Briefly explain the major strategies for reducing dependence.
18. Explain the major components of competitive analysis.
19. Explain the various types of strategic control.
20. Explain the differences between strategic control and operational control.

(5 x 5 = 25)

Section C

Answer any 3 (10 marks each)

21. What is a corporate mission? What are the components of a mission statement? Differentiate between a vision and a mission.
22. Explain the following with its variables and framework: (a) BCG Matrix (b) GE Spotlight Matrix.
23. Explain the various models of strategic planning.
24. Explain five force model and its role in competitive position analysis.
25. What is strategy implementation? What is the relationship between strategy formulation and strategy implementation?

(10 x 3 = 30)