

Reg. No

Name

M. COM DEGREE END SEMESTER EXAMINATION - MARCH 2020**SEMESTER 2 : COMMERCE****COURSE : 16P2COMT09 : STRATEGIC MANAGEMENT***(For Regular - 2019 Admission & Supplementary 2018/2017/2016 Admissions)*

Time : Three Hours

Max. Marks: 75

Section A**Answer any 10 (2 marks each)**

1. What is meant by corporate level strategy?
2. What is meant by retrenchment strategy?
3. What is ETOP?
4. What is meant by scenario planning?
5. What is benchmarking?
6. What is cost strategy?
7. What is meant by strategic surveillance?
8. What is meant by generic strategy?
9. Define networking
10. What do you mean by competitive advantage?
11. What is meant by performance gap analysis?
12. What is meant by, "Trees die from the top"?

(2 x 10 = 20)

Section B**Answer any 5 (5 marks each)**

13. Explain the evolution of Strategic Management.
14. Explain the framework of GE analysis.
15. Explain the different vertical integration strategy alternatives.
16. Briefly explain the various stability strategy alternatives.
17. Explain the important generic strategies.
18. What is meant by merger? Explain the major reasons for merger.
19. Explain the reasons for failure of merger and acquisition strategies.
20. Explain the process of strategy implementation.

(5 x 5 = 25)

Section C

Answer any 3 (10 marks each)

21. Explain the importance of the strategy. Analyze the process of strategy formation in an organization.
22. Discuss Porter's Five Force model.
23. Explain the various models of strategic planning.
24. What is meant by acquisition? What are the reasons for acquisitions? Differentiate between Merger and acquisition.
25. What is meant by strategy implementation? Explain the various approaches of strategy implementation. (10 x 3 = 30)