

M COM DEGREE END SEMESTER EXAMINATION MAY - 2015

**M COM SEMESTER 2
COURSE: P2COMT07 - STRATEGIC MANAGEMENT**

Time: 3 Hours

Max. Marks: 75

PART - A

Answer **all** questions. Each question carries 2 marks.

1. Define strategy.
2. What is synergy?
3. What is SAP?
4. What is ETOP?
5. Define TQM.
6. What is a mission?
7. What is SBU?
8. Explain value chain analysis?
9. What is GAP analysis?
10. What is forward integration?

(2 x 10 = 20)

PART - B

Answer any **five** questions. Each question carries 5 marks.

11. Explain the steps involved in strategic management process.
12. What is strategic surveillance?
13. Distinguish between strategic control and operational control.
14. Explain various levels of strategy?
15. Explain the types of growth strategies.
16. What is strategic alliance?
17. Explain turnaround strategy.
18. What is BCG matrix?

(5 x 5 = 25)

PART - C

Answer any **two** questions. Each question carries **15** marks.

19. What are the possible approaches to strategy formulation?

20. Explain the significance of 7-S frame work in strategic management.
21. What is competitive environment? Explain Porters model of competitive forces.
22. What is strategic evaluation? Explain the techniques used for strategic evaluation?

(15 x 2 = 30)
