

Reg. No.Name:**P222**

M.Com DEGREE END SEMESTER EXAMINATION APRIL 2016

SEMESTER: 2, COMMERCE

COURSE: P2COMT07 – STRATEGIC MANAGEMENT

(Common for Regular- 2015 Admission /Supplementary-2014 Admission)

Time: Three Hours

Maximum Marks: 75

PART - A

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

1. What is strategic management?
2. What is dysergy?
3. What is SBU?
4. Explain value chain analysis?
5. What is conglomerate diversification
6. What is a vision?
7. What is disinvestment strategy?
8. What is SAP?
9. What is turnaround strategy?
10. What is backward integration?

(2 x 10 = 20)

PART - B

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

11. Distinguish between objectives and goals.
12. What is SWOT analysis? Explain its importance in strategic management.
13. BCG matrix v/s GE Nine Cell matrix.
14. What is competitive advantage profile?
15. Distinguish between strategic control and operational control.
16. What is strategic alliance?
17. Explain diversification strategy.
18. What is ETOP analysis? State its significance.

(5 x 5 = 25)

PART - C

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

19. What is environmental analysis? Also explain the factors to be considered for environmental analysis.
20. What is strategic control? Explain the techniques used for strategic control?
21. Explain various levels strategies.
22. Explain Porters Five force Model in detail.

(15 x 2 = 30)
