

M. COM. DEGREE END SEMESTER EXAMINATION - JULY 2021**SEMESTER 2 : COMMERCE****COURSE : 16P2COMT09 : STRATEGIC MANAGEMENT***(For Regular - 2020 Admission & Supplementary - 2019/2018/2017/2016 Admissions)*

Time : Three Hours

Max. Marks: 75

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

1. Write a note on strategic fit
2. What is strategic intent?
3. What is PEST Analysis?
4. What do you understand by spotlight matrix?
5. What is focus strategy?
6. Explain Conglomerate diversification.
7. What are the features of strategic management?
8. What is meant by flanking defense?
9. What do you understand by consortia?
10. Define the term divestiture
11. Define strategy implementation.
12. What is meant by crecive approach?

(2 x 10 = 20)**PART B****Answer any 5 (5 marks each)**

13. Distinguish between strategy and policy.
14. Explain the framework of BCG analysis.
15. Explain the various factors influencing the benefits of strategic planning.
16. What is meant by expansion strategy? Explain the various expansion strategy alternatives.
17. Explain the nature and conditions of stability strategy.
18. What is meant by five force model? Explain the benefits of five force model.
19. Explain the major components of competitive analysis.
20. Explain the major objectives of strategy evaluation and control.

(5 x 5 = 25)**PART C****Answer any 3 (10 marks each)**

21. Discuss about the conceptual framework of strategic management.
22. Explain Value Chain Analysis, various categories of its activities and process of value chain analysis. What are the advantages of Value Chain analysis?
23. What is stability strategy? Explain the variants of stability strategy.
24. Explain the Mckinsey and Company 7S framework. Discuss its role as a tool in assessing internal situation of an organization.
25. Explain the factors influencing successful implementation of strategy.

(10 x 3 = 30)