

Reg. No

Name

23P2048

M. COM DEGREE END SEMESTER EXAMINATION : MARCH 2023

SEMESTER 2 : COMMERCE

COURSE : 21P2COMT09 : STRATEGIC MANAGEMENT

(For Regular - 2022 Admission and Supplementary - 2021 Admission)

Duration : Three Hours

Max. Weights: 30

PART A

Answer any 8 questions

Weight: 1

1. What is winner's curse in merger and acquisition? (An, CO 4)
 2. What is meant by cultural approach? (U, CO 5)
 3. What do you understand by micro environment? (U, CO 2)
 4. What is cost strategy? (U, CO 3)
 5. What do you mean by SPACE Matrix? (U, CO 4)
 6. What is PEST Analysis? (U, CO 2)
 7. Distinguish between Strategic control and operating control. (An, CO 3)
 8. What is meant by cost leadership strategy? (U, CO 1)
 9. What is meant by organizational change approach? (U, CO 5)
 10. What do you understand by concentration strategy? (U)
- (1 x 8 = 8)**

PART B

Answer any 6 questions

Weights: 2

11. Explain the process of environmental scanning. (U, CO 2)
 12. Explain the important generic strategies. (U, CO 3)
 13. Explain the important criteria for strategic choice. (An, CO 5)
 14. Explain the need and importance of strategy in business. (U, CO 1)
 15. Explain the value chain activities in an organization. (R, CO 2)
 16. What is meant by competitive analysis? State the objectives of competitive analysis. (U, CO 4)
 17. Explain the various factors influencing the benefits of strategic planning. (An, CO 3)
 18. Explain the benefits of strategic management. (An, CO 1)
- (2 x 6 = 12)**

PART C

Answer any 2 questions

Weights: 5

19. Discuss about the conceptual framework of strategic management. (An, CO 1)
 20. What is stability strategy? Explain the variants of stability strategy. (U, CO 3)
 21. Explain the various models and tools of controlling strategies. (An, CO 5)
 22. Discuss the importance of socio-cultural environment in the process of strategic management. (An, CO 2)
- (5 x 2 = 10)**

OBE: Questions to Course Outcome Mapping

CO	Course Outcome Description	CL	Questions	Total Wt.
CO 1	To familiarize students with strategic decision making in organisations	U	8, 14, 18, 19	10
CO 2	Analyse operations of an organisation in a strategic perspective	An	3, 6, 11, 15, 22	11
CO 3	Formulization of strategies in various organizational business situations	E	4, 7, 12, 17, 20	11
CO 4	To enhance students' knowledge in the areas of organizational strategies viz take overs, consortium, networking and acquisitions	U	1, 5, 16	4
CO 5	To learn the implementation criterion as well as to identify the performance gap through analysis and to negate the same	U	2, 9, 13, 21	9

Cognitive Level (CL): Cr - CREATE; E - EVALUATE; An - ANALYZE; A - APPLY; U - UNDERSTAND; R - REMEMBER;