

Reg. No

Name

25P2056

M. COM DEGREE END SEMESTER EXAMINATION- APRIL 2025

SEMESTER 2 : COMMERCE

COURSE : 24P2COMT09 : STRATEGIC MANAGEMENT

(For Regular - 2024 Admission)

Time : Three Hours

Max. Weights: 30

PART A

Answer any 8 questions

Weight: 1

1. What is meant by franchising? (U)
2. What is meant by commander approach? (U)
3. What is meant by value chain? (U)
4. What is winner's curse in merger and acquisition? (An)
5. What is meant by, "Trees die from the top"? (U)
6. What is meant by growth strategy? (U)
7. What is benchmarking? (U)
8. What is meant by BCG Matrix? (U)
9. What is strategic Decision Making? (U)
10. What do you mean by competitive analysis? (U)

(1 x 8 = 8)

PART B

Answer any 6 questions

Weights: 2

11. Distinguish between merger and acquisition. (E)
12. Explain the different vertical integration strategy alternatives. (An)
13. Explain the need and importance of environmental analysis. (U)
14. Explain the factors influencing the strategic decision making process. (U)
15. Explain the advantages and limitations of crecive approach. (An)
16. Explain the major components of competitive analysis. (A)
17. Explain the process of six sigma. (U)
18. What are the benefits of corporate objectives? (U)

(2 x 6 = 12)

PART C

Answer any 2 questions

Weights: 5

19. Explain strategic alternatives and discuss the major types of strategies followed by organizations under different circumstances. (E)
20. Explain the various models and tools of controlling strategies. (An)

21. What is functional strategy? Explain various functional strategies in an organization. (A)
22. Explain Value Chain Analysis, various categories of its activities and process of value chain analysis. What are the advantages of Value Chain analysis? (An)
- (5 x 2 = 10)**

OBE: Questions to Course Outcome Mapping

CO	Course Outcome Description	CL	Questions	Total Wt.
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Cognitive Level (CL): Cr - CREATE; E - EVALUATE; An - ANALYZE; A - APPLY; U - UNDERSTAND; R - REMEMBER;