

**M. COM DEGREE END SEMESTER EXAMINATION - APRIL 2026****SEMESTER 2 : COMMERCE****COURSE : 24P2COMT09 : STRATEGIC MANAGEMENT***(For Regular 2025 Admission and Improvement/Supplementary 2024 Admission)*

Time : Three Hours

Max. Weights: 30

**PART A****Answer any 8 questions****Weight: 1**

1. What is meant by cultural approach? (U)
2. What is strategic intent? (U)
3. Who are stars? (U)
4. What is a corporate goal? (U)
5. Briefly explain core competency in strategic management. (U)
6. What is meant by the TOWS Matrix? (U)
7. Write any two organizational level strategies. (An)
8. What is strategic management process model? (U)
9. Differentiate between positive synergy and negative synergy. (An)
10. Define the term divestiture. (U)

**(1 x 8 = 8)****PART B****Answer any 6 questions****Weights: 2**

11. Explain the process of strategy implementation. (U)
12. Explain the advantages of environmental scanning. (E)
13. Explain the various factors influencing the benefits of strategic planning. (An)
14. Explain the process of strategic choice. (U)
15. Briefly explain the different types of merger. (An)
16. What is meant by diversification strategy? Explain the different types of diversification strategy. (An)
17. Explain the evolution of Strategic Management. (R)
18. What are the conditions (criteria) for setting up of SBUs? (U)

**(2 x 6 = 12)****PART C****Answer any 2 questions****Weights: 5**

19. What is meant by control in an organisation? What are the important types of control? (U)
20. Explain the various models of strategic planning. (U)
21. Discuss Porter's Five Force model. (An)
22. Describe the factors for sustaining Competitive advantage of an organization. (An)

**(5 x 2 = 10)**

OBE: Questions to Course Outcome Mapping

| CO | Course Outcome Description | CL | Questions | Total Wt. |
|----|----------------------------|----|-----------|-----------|
|----|----------------------------|----|-----------|-----------|

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