

Reg. No .....

Name .....

**18P248****M. COM DEGREE END SEMESTER EXAMINATION - APRIL 2018****SEMESTER 2 : COMMERCE****COURSE : 16P2COMT09 ; STRATEGIC MANAGEMENT****(For Regular - 2017 Admission & Supplementary 2016 Admission)**

Time : Three Hours

Max. Marks: 75

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

1. Define Strategic Management.
2. What is a mission?
3. What is meant by functional level strategy?
4. What do you mean by question marks?
5. What is meant by value chain?
6. What are the benefits of strategic alliance?
7. Who is a cash cow?
8. Explain the specific role of strategic management.
9. What is meant by strategic surveillance?
10. What is meant by pause and proceed strategy?
11. What is meant by networking?
12. What is meant by cultural approach?

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

13. What are the benefits of corporate objectives?
14. Explain the key variables of GE matrix.
15. Briefly explain the various stability strategy alternatives.
16. Explain the important generic strategies.
17. Briefly explain dependency and reduction strategy.
18. Explain the major components of competitive analysis.
19. Explain the major objectives of strategy evaluation and control.
20. Explain the important criteria for strategic choice.

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

21. Discuss the various strategic levels in an organization.
22. Discuss the importance of socio-cultural environment in the process of strategic management.
23. Explain the various models of strategic planning.
24. What is meant by acquisition? What are the reasons for acquisitions? Differentiate between

Merger and acquisition.

25. Explain the various models and tools of controlling strategies.

**(10 x 3 = 30)**