

19P250S

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Name.....

Reg. No.....

SECOND SEMESTER M.Com. DEGREE EXAMINATION, APRIL 2020

(CUCSS - PG)

CC15P MC2 C10 - STRATEGIC MANAGEMENT & CORPORATE GOVERNANCE

(Commerce)

(2015 to 2018 Admissions – Supplementary/Improvement)

Time: Three Hours

Maximum: 36 Weightage

Section A

Answer *all* questions. Each question carries 1 weightage.

1. What is conglomerate merger?
2. What is resource audit?
3. What do you mean by organizational appraisal?
4. What is VRIO framework?
5. What is core competence?
6. What is CSF?

(6 x 1 = 6 Weightage)

PART B

Answer any *six* questions. Each question carries 3 weightage.

7. As a strategic manager, develop a realistic model for the evaluation and control process in the Indian context.
8. What is the relevance of the resource based view of the firm to strategic management in a global environment?
9. Define Environmental scanning? Discuss the components to be scanned while determining corporate objectives.
10. Explain the Value Chain Analysis of Michael Porter in the context of strategic management.
11. Explain the steps involved in strategic Decision Making Process.
12. What do you mean by social responsibility? State the social responsibility initiative of any one company of your choice.
13. Explain Michael Porters five forces of competitive analysis.
14. Explain BCG matrix in portfolio analysis of strategic management.

(6 x 3 = 18 Weightage)

PART C

Answer any *two* questions. Each question carries 6 weightage.

15. What, in your opinion, has prompted Indian business organizations to forge alliance with transnational corporations in the recent years?
16. Explain the major growth strategies of a corporate in the globalised environment.
17. Evaluate the contribution of C.K Prahalad and Gray Hamel towards the core-competence in the field of strategic management.

(2 x 6 = 12 Weightage)
