

19P246

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Name.....

Reg. No.....

SECOND SEMESTER M.Com. DEGREE EXAMINATION, APRIL 2020

(CUCSS - PG)

CC19P MCM2 C07 - ADVANCED STRATEGIC MANAGEMENT

(Commerce)

(2019 Admissions: Regular)

Time: Three Hours

Maximum: 30 Weightage

Part A

Answer any *four* questions. Each question carries 2 weightage.

1. What is adaptive approach?
2. Define GAP Analysis.
3. Why mission is needed?
4. What is environmental scanning?
5. What is CSF?
6. What is strategic implementation?
7. Explain BCG model.

(4 x 2 = 8 Weightage)

Part B

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

8. What are strategic decisions? How they differ from operational decisions?
9. Briefly explain the techniques used for environmental search.
10. Explain core competence in strategic management.
11. Explain the difference between vision, mission and objectives.
12. Explain organizational redesigning.
13. Explain GE matrix in portfolio analysis of strategic management.
14. Explain resource allocation as a tool of strategy and strategy implementation.

(4 x 3 = 12 Weightage)

Part C

Answer any *two* questions. Each question carries 5 weightage.

15. Explain Michael porters five forces of competitive analysis.
16. "Strategic management gives rise to emerge a number of sub disciplines which are highly needed for the development of the organization". Discuss.
17. Explain the major growth strategies of a corporate in the globalised environment.
18. Explain the SWOT frame work of any mobile phone company.

(2 x 5 = 10 Weightage)
