

20P246

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Name:

Reg. No:

SECOND SEMESTER M.Com. DEGREE EXAMINATION, APRIL 2021

(CUCSS - PG)

(Regular/Supplementary/Improvement)

CC19P MCM2 C07 - ADVANCED STRATEGIC MANAGEMENT

(Commerce)

(2019 Admission onwards)

Time: Three Hours

Maximum: 30 Weightage

PART A

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

1. What is strategy?
2. What do you mean by mission statement?
3. What is strategy control?
4. Define competitor analysis?
5. What is TQM?
6. Write a note on BCG Matrix
7. What is gap analysis?

(4 × 2 = 8 Weightage)

PART B

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

8. What are the benefits of strategic management?
9. Explain the components of strategy
10. Write short note on environmental analysis and explain its steps.
11. Explain the difference between vision, mission, objectives and goals
12. Discuss the contributions of Michael Porter in Competition analysis.
13. What is SWOT Analysis? Explain with suitable Example
14. Explain the various approaches of strategy implementation.

(4 × 3 = 12 Weightage)

PART C

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

15. What do you mean by BCG Matrix? How does it affect the portfolio of business owned by an organization?
16. Define strategic evaluation. Explain the process of strategic evaluation.
17. Describe the emerging trends in strategic management?
18. Explain important functional strategies.

(2 × 5 = 10 Weightage)
