

**21P240**

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Name: .....

Reg.No: .....

**SECOND SEMESTER M.Com. DEGREE EXAMINATION, APRIL 2022**

(CBCSS - PG)

(Regular/Supplementary/Improvement)

**CC19P MCM2 C07 - ADVANCED STRATEGIC MANAGEMENT**

(Commerce)

(2019 Admission onwards)

Time : 3 Hours

Maximum : 30 Weightage

**Part-A**

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

1. What is business strategy?
2. What is micro environment?
3. What is Grid Approach?
4. What you mean by “Corporate Social responsibility”?
5. What is conglomerate merger?
6. What is defensive strategy?
7. What is BCG matrix?

**(4×2 = 8 Weightage)**

**Part-B**

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

8. Compare vision and mission with an example.
9. What are the specific characteristics of strategic leaders?
10. Explain the process of organisational appraisal.
11. What are the approaches used by an organisation to generate competitive advantage?
12. Distinguish between vertical and horizontal integration strategy with suitable example.
13. What are the political factors in strategic choice?
14. Explain the steps in strategy evaluation.

**(4 × 3 = 12 Weightage)**

### **Part-C**

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

15. Explain the benefits and limitations of strategic management
16. Explain the techniques of forecasting environmental factors.
17. Explain Mintzberg's 5P's Strategy.
18. Define Strategy implementation. Explain the pre- requisites of strategy implementation.

**(2 × 5 = 10 Weightage)**

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