

23P241

(Pages: 2)

Name:

Reg.No:

SECOND SEMESTER M.Com. DEGREE EXAMINATION, APRIL 2024

(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. Define strategic decision making.
2. Define business environment.
3. What is SWOT analysis?
4. What is CSF approach?
5. What is concentric Merger?
6. What is generic strategy?
7. Define strategic choice.

(4 × 2 = 8 Weightage)

Part-B

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

8. Explain the role of objectives in strategic management.
9. What are the specific characteristics of strategic leaders?
10. What are the limitations of forecasting environmental factors?
11. What is internal corporate analysis? Explain the measures used for internal corporate analysis.
12. Distinguish between vertical and horizontal integration strategy with suitable example.
13. Explain the concept of portfolio analysis.
14. What are the essential features of an effective evaluation and control?

(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 recent trends in strategic management.
17. Explain the five forces of Porter's competition analysis. Under Porter's model, new entrants are insignificant source of competition. Comment.
18. Explain the steps in strategy implementation.

(2 × 5 = 10 Weightage)
