

C 83761

41 Name.....

Reg. No.....

SECOND SEMESTER M.Com. DEGREE EXAMINATION, JUNE 2015

(CUCSS)

MC 2C 10—STRATEGIC MANAGEMENT

(2010 Admissions)

Time : Three Hours

Maximum : 36 Weightage

Part A

Answer all questions.

Each question carries 1 weightage.

1. What is a global expansion strategy ?
2. What is value chain analysis ?
3. Enumerate the issues involved in scenario planning ?
4. Write a note on GEC model.
5. What is Du Pont control model ?
6. What is corporate restructuring ?

(6 x 1= 6 weightage)

Part B

Answer any Six questions.

Each question carries 3 weightage.

7. Write a note on the difference between mission and vision.
8. Enumerate the constituents of the macro environment of business.
9. What are the critical success factors for a corporate hospital in a metro city ?
10. Write a note on the issues in procedural implementation of strategy.
11. What is competitive analysis ? Why this needs to be done ? Explain.
12. Write a note on the role played by government policies on strategic decisions in business.
13. Explain the relevance of Mergers and Acquisitions in the Indian context.
14. Discuss the mode of operationalising competitive strategies.

(6 x 3= 18 weightage)

Part C

Answer any two questions.

Each question carries 6 weightage.

15. Discuss the industry analysis and how it helps in planning strategies ?
16. Discuss what long term strategies will you take about the following products:
 - (i) Mixer grinder.
 - (ii) LCD TVs.
 - (iii) Dual sim mobile phones.
17. Discuss Michael Porter's approach to strategic management.

(2 x 6 = 12 weightage)