

15P245

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Name.....

Reg. No.....

SECOND SEMESTER M.Com. DEGREE EXAMINATION, JULY 2016

(CUCSS - PG)

CC 15P MC2 C10 - STRATEGIC MANAGEMENT AND CORPORATE GOVERNANCE

(2015 Admission)

Time: Three Hours

Maximum: 36 Weightage

Section A

(Answer *all* questions. Each question carries 1 weightage)

1. What is environmental scanning?
2. What do you mean by "micro environment"?
3. What is SWOT Analysis?
4. What is Environmental Diagnosis?
5. What is grand strategy?
6. What do you mean by BCG matrix?

(6 x 1 = 6 weightage)

Section B

(Answer any *six* questions. Each question carries 3 weightage)

7. What are the various techniques of strategic control? Explain each of them.
8. What is growth strategy? What are its features?
9. Differentiate between Vision and Mission, Objectives and Goals.
10. What is corporate governance? State its features.
11. State the difference between strategic formulation and strategic implementation
12. What do you mean by merger and acquisition? Explain the factors to be considered for a successful merger or acquisition.
13. What do you mean by business ethics? Explain its features.
14. What is environmental scanning? Discuss the techniques of environmental scanning.

(6 x 3 = 18 weightage)

Section C

(Answer any *two* questions. Each question carries 6 weightage)

15. What is social responsibility? What are its objectives? Explain the importance of social responsibility.
16. What do you mean by strategic management? Explain the need and importance of strategic management.
17. Discuss the various elements to be considered while doing Environmental Analysis.

(2 x 6 = 12 weightage)
