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16P245 (Pages:2) Name:.....

Reg. No.....

SECOND SEMESTER M.Com. DEGREE EXAMINATION, MAY-2017

(Regular/Supplementary/Improvement)

(CUCSS - PG)

CC15P MC2 C10 - STRATEGIC MANAGEMENT AND CORPORATE GOVERNANCE

(2015 Admission Onwards)

Time: Three Hours

Maximum: 36 Weightage

Section A

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

1. What do you mean by strategic control?
2. What is commander approach?
3. What is strategic management?
4. What do you mean by business environment?
5. What do you mean by competitive analysis?
6. Explain vision and mission+

(6 x 1 = 6 weightage)

Section B

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

7. What are the benefits of strategic alliance?
8. What is benchmarking?
9. What is a strategic decision? What are the elements of strategic decision?
10. What is SBU structure? What are its merits and demerits?
11. What are the principles of business ethics?
12. Explain the role and importance of SWOT analysis in business.
13. What is strategic choice? What factors influence strategic choice?
14. "Strategy changes structure". Explain.

(6 x 3 = 18 weightage)

Section C

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

15. Define Corporate Governance. Explain the evolution of Corporate Governance in India.

2017

16. What is strategic implementation? What is the relationship between strategy formulation and strategy implementation?

17. Explain strategic management models in decision making. **(2 x 6 = 12 weightage)**

SECOND SEMESTER B.COM DEGREE EXAMINATION
(Regular/Supplementary/Improvement)
(CUCSS - PG)
CCISIP MCQ C10 - STRATEGIC MANAGEMENT AND CORPORATE GOVERNANCE
(2017 Advancing Ourselves) *****
Maximum: 30 Weightage
Time: Three Hours

Section A

(Answer any four questions. Each question carries 1 weightage)

1. What do you mean by strategic control?
2. What is command approach?
3. What is strategic management?
4. What do you mean by business environment?
5. What do you mean by competitive analysis?
6. Explain vision and mission.

(4 x 1 = 4 weightage)

Section B

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

7. What are the benefits of strategic alliance?
8. What is benchmarking?
9. What is a strategic decision? What are the elements of strategic decision?
10. What is SBU structure? What are its merits and demerits?
11. What are the principles of business ethics?
12. Explain the role and importance of SWOT analysis in business.
13. What is strategic choice? What factors influence strategic choice?
14. "Strategy changes structure." Explain.

(6 x 3 = 18 weightage)

Section C

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

15. Define Corporate Governance. Explain the evolution of Corporate Governance in India.