

22P241

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Name:

Reg.No:

SECOND SEMESTER M.Com. DEGREE EXAMINATION, APRIL 2023

(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 strategic leadership?
2. What is Grid Approach?
3. What is competitive advantage profile?
4. What is knowledge management?
5. What is grand strategy?
6. What is international strategy?
7. What is SBU?

(4 × 2 = 8 Weightage)

Part-B

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

8. Define strategy. What are the features of strategy?
9. Explain the strategic management process in international context.
10. What are the factors exists in macro environment?
11. What are the factors affects the choice of environmental analysis?
12. Explain product life cycle model in business level strategy.
13. What are the political factors in strategic choice?
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. What are the basic approaches of strategic decision making?

16. Explain the role of corporate appraisal 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. Define Strategy implementation. Explain the pre- requisites of strategy implementation.

(2 × 5 = 10 Weightage)
