

25P241

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Name:

Reg.No:

SECOND SEMESTER M.Com. DEGREE EXAMINATION, APRIL 2026

(CBCSS - PG)

(Regular/Supplementary/Improvement)

CC19PMCM2C07 - 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 do you mean by Goal?
2. What is strategic planning?
3. Define business environment
4. What is organisational redesigning?
5. Define Strategic Change Management.
6. Define strategic choice.
7. What is strategy mapping?

(4 × 2 = 8 Weightage)

Part-B

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

8. Explain the process of strategic decision making.
9. Explain the distinctive qualities of visionary leadership.
10. Is SWOT analysis important for strategic decisions? Explain
11. Why company executives adopt growth strategies?
12. Explain Miles and Snow's Adaptation model of business strategy.
13. What are the benefits and limitations of portfolio strategy?
14. What do you mean by resource allocation?

(4 × 3 = 12 Weightage)

Part-C

Answer any **two** questions. Each question carries 5 weightage.

15. Explain the techniques of forecasting environmental factors.
16. What is competitive advantage? How the organisation use its resources for attaining competitive advantage?
17. What are the benefits of liquidation strategies?
18. Explain Mintzberg's 5P's Strategy.

(2 × 5 = 10 Weightage)
