

24P241

(Pages: 2)

Name : .....

Reg. No : .....

**SECOND SEMESTER M.Com. DEGREE EXAMINATION, APRIL 2025**

(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. Explain the Characteristics of Objectives.
2. What is strategic leadership?
3. What is environmental search?
4. What is overall cost leadership?
5. What is takeover?
6. What is BCG matrix?
7. Describe behavioural implementation.

**(4 × 2 = 8 Weightage)**

**Part-B**

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

8. Explain the features of strategic decision making.
9. Explain the process of organisational appraisal.
10. What is internal corporate analysis? Explain the measures used for internal corporate analysis.
11. What are the types of Strategic change?
12. Explain the major reasons for adopting different grand strategies.
13. Explain Michael Porter's Five Forces Model of Competition analysis.
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. Explain the Importance or Benefits of Strategic Management. Do you think that Companies should manage strategically? Discuss.
16. Explain the techniques of environmental search and analysis.
17. What are Porter's Generic Strategies?
18. Explain the objective and subjective factors in strategic choice.

**(2 × 5 = 10 Weightage)**

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