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Name:.....

Reg. No:.....

SECOND SEMESTER M.Com. DEGREE EXAMINATION, APRIL 2019

(Regular/Improvement/Supplementary)

(CUCSS - PG)

CC15P MC2 C10 - STRATEGIC MANAGEMENT AND CORPORATE GOVERNANCE

(Commerce)

(2015 Admission onwards)

Time: Three Hours

Maximum:36 Weightage

Part - A

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

1. What is Strategy formulation?
2. What do you mean by Environment analysis?
3. Define Benchmarking.
4. What is Horizontal integration?
5. Define Business ethics.
6. What do you mean by Strategic audit?

(6 x 1 = 6 Weightage)

Part - B

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

7. Explain the levels of strategy.
8. Write a short note on SWOT analysis.
9. Discuss Integration strategies.
10. Explain BCG Model of Portfolio analysis.
11. What are the reasons for the failure of Mergers and Acquisitions?
12. Discuss the Models of Corporate governance.
13. What are the principles of Business ethics?
14. Explain the core objectives of Social responsibility of business.

(6 x 3 = 18 Weightage)

Part - C

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

15. Explain the process of Strategic Management.
16. Discuss the Contribution of C. K. Prahalad and Gray Hamel towards core competence in the field of Strategic Management.
17. Explain the Growth level Strategies used in a Corporate sector.

(2 x 6 = 12 Weightage)
