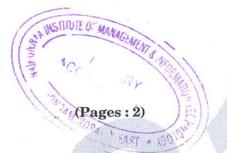
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Name	•••••
Reg. No	

# SECOND SEMESTER M.Com. DEGREE (REGULAR/SUPPLEMENTARY) EXAMINATION, APRIL 2022

# April 2021 Session for SDE/Private Students

(CBCSS)

Master of Commerce

## MCM 2C 07—ADVANCED STRATEGIC MANAGEMENT

(2019 Admission onwards)

Time: Three Hours

Maximum: 30 Weightage

## **General Instructions**

# Covid Instructions are not applicable for Pvt/SDE students

- 1. In cases where choices are provided, students can attend all questions in each section.
- 2. The minimum number of questions to be attended from the Section/Part shall remain the same.
- 3. The instruction if any, to attend a minimum number of questions from each sub section/sub part/sub division may be ignored.
- 4. There will be an overall ceiling for each Section / Part that is equivalent to the maximum weightage of the Section / Part.

## Part A

Answer any **four** questions.

Each question carries 2 weightage.

- 1. Define Strategy.
- 2. What do you mean by SBU?
- 3. Differentiate competitive advantage and core competency.
- 4. What is Environmental Scanning?
- 5. What is Strategic Alliance?
- 6. State the meaning of Strategic Control.
- 7. What is Balanced Score Card?

 $(4 \times 2 = 8 \text{ weightage})$ 

Turn over

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#### Part B

Answer any **four** questions.

Each question carries 3 weightage.

- 8. Discuss the characteristics of strategic management.
- 9. Write the importance of mission statement.
- 10. Briefly explain the steps in strategic formulation.
- 11. What are the major reasons for a company to adopt diversification strategies?
- 12. Write the different forms of retrenchment strategies.
- 13. Explore how competitive analysis can be done using Porter's five forces model.
- 14. Briefly discuss SWOT analysis.

 $(4 \times 3 = 12 \text{ weightage})$ 

#### Part C

Answer any **two** questions.

Each question carries 5 weightage.

- 15. Explain in detail the components of External Business Environment.
- 16. Discuss corporate portfolio analysis.
- 17. "Resource allocation is a powerful tool to communicate the strategies of the organisation". Justify.
- 18. Discuss the tools used for of strategic evaluation and control.

 $(2 \times 5 = 10 \text{ weightage})$