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Name.....

Reg. No.....

**SECOND SEMESTER M.Com. DEGREE (REGULAR/SUPPLEMENTARY)
EXAMINATION, APRIL 2024**

(CBCSS)

Master of Commerce

MCM 2C 07—ADVANCED STRATEGIC MANAGEMENT

(2019 Admission onwards)

Time : Three Hours

Maximum : 30 Weightage

*Answers should be written in English only.***Section A***Answer any **four** questions.**Each question carries 2 weightage.*

1. What is strategic decision making ?
2. What is core competence ?
3. What is contingency strategy ?
4. What is Integration ?
5. What is a SBU ?
6. When is liquidation justified ?
7. Describe the concept of competitive advantage ?

(4 × 2 = 8 weightage)

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

8. What are the key differences between goals and objectives ?
9. Discuss value chain analysis.
10. What is SWOC ? Discuss how SWOC can help a company in strategic management.
11. Distinguish between strategic evaluation and control.

Turn over

12. What is competitor analysis ? Discuss its importance.
13. Discuss the key elements of behavioural implementation ?
14. Discuss the process and techniques of strategy evaluation and control ?

(4 × 3 = 12 weightage)

Section C

*Answer any **two** questions.*

Each question carries 5 weightage.

15. Discuss the strategic management process.
16. Discuss Michael E Porter's contributions to strategic management.
17. What is functional strategy ? Discuss some functional strategies that are important in today's competitive business world. Justify your choices.
18. What is cooperative strategy ? Discuss various types of co-operative strategies.

(2 × 5 = 10 weightage)