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Name.....

Reg. No.....

**SECOND SEMESTER M.Com. DEGREE (REGULAR/SUPPLEMENTARY)
EXAMINATION, APRIL 2025**

(CBCSS)

M.Com.

MCM 2C 07—ADVANCED STRATEGIC MANAGEMENT

(2019 Admission onwards)

Time : Three Hours

Maximum : 30 Weightage

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

1. State the meaning of the term strategy.
2. What do you mean benchmarking ?
3. What do you mean by Critical Success Factor ?
4. Differentiate vision and mission ?
5. What is six sigma ?
6. What is retrenchment strategy ?
7. Describe Strategic Intent.

(4 × 2 = 8 weightage)

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

8. Discuss the approaches to strategic decision making.
9. Examine the ethical consideration in strategic planning.
10. Discuss reasons for failure of Joint Ventures.

Turn over

11. Discuss Michael Porter's five forces model.
12. Elucidate the challenges to strategic management.
13. Explain the characteristics of a good vision statement.
14. Discuss organisational redesign.

(4 × 3 = 12 weightage)

Part C

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

15. Briefly discuss the different types of strategies.
16. Discuss the various types of strategic control.
17. Explain the various approaches to implementation of strategy.
18. What is resource allocation ? Discuss the means of resource allocation.

(2 × 5 = 10 weightage)