



K22P 0210

Reg. No. :

Name :



II Semester M.Com. Degree (CBSS – Reg./Supple./Imp.) Examination,
April 2022

(2018 Admission Onwards)

COM2C06 : STRATEGIC MANAGEMENT

Time : 3 Hours

Max. Marks : 60

SECTION – A

Answer **any four** questions in this Section. **Each** question carries 1 mark for Part (a), 3 marks for Part (b) and 5 marks for Part (c).

1. a) What is a strategy ?
b) What are the limitations of strategic management ?
c) Explain the attributes of a sound strategy.
2. a) What is strategic choice ?
b) What factors influence strategic choice ?
c) What is SWOT analysis ?
3. a) What is environmental scanning ?
b) What is ETOP ?
c) What are the methods of environmental analysis ?
4. a) What is corporate structure ?
b) What is resource allocation ?
c) What are the approaches to strategy implementation ?



5. a) What is strategic control ?
b) What are the motivational problems of strategy formulation ?
c) What are the four types of strategic control ?
6. a) What are goals ?
b) Distinguish between currency swap and interest rate swap.
c) What are the essentials of an effective control strategy ?

(4×9=36)

SECTION – B

Answer the **two** questions in this Section. **Each** question carries **12** marks.

7. a) What are the different approaches to strategic management ?

OR

- b) What are the different types of corporate level strategies ?

8. a) What are the possible approaches to strategy formulation ? Explain with merits and demerits.

OR

- b) State the difference between strategy formulation and strategy implementation.

(2×12=24)