



K20P 0367

Reg. No. :

Name :



II Semester M.Com. Degree (CBSS – Reg./Suppl./Imp.) Examination, April 2020
(2014 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 turnaround strategy ? 1
b) Briefly explain the significance of environmental scanning. 3
c) Explain the basic steps in benchmarking. 5
2. a) What is GAP analysis ? 1
b) What are the essential features of mission statement ? 3
c) What are the motives behind strategic alliances ? 5
3. a) What is competitive advantage ? 1
b) Explain the basic features of Strategic Management. 3
c) What is operational control ? How it differs from strategic control ? 5
4. a) What is SBU ? 1
b) Explain the strategic intent hierarchy. 3
c) Explain in detail the importance of corporate governance. 5
5. a) What is global environment ? 1
b) What are the features of goals ? 3
c) Explain BCG matrix. 5

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6. a) What is Value Chain Analysis ? 1
b) What are the reasons for backward integration ? 3
c) Explain the factors influencing strategic choice. 5
(4×9=36)

SECTION – B

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

7. a) Define strategic management. Explain the strategic management process.
OR
b) Who are the strategists involved in the strategic management ? Explain their roles. 12
8. a) What is industry analysis ? Explain Micheal Porter's industry analysis.
OR
b) Briefly explain various functional strategies. 12
(2×12=24)
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