



M 25149

Reg. No. :

Name :

II Semester M.A./M.Sc./M.Com. Degree (Reg./Sup./Imp.)
Examination, March 2014
COMMERCE
Paper – V : Strategic Management

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **any five** questions. **All** questions carry **equal** marks.

1. Explain the different approaches to strategic management.
2. Explain the various techniques of environment search.
3. What is a merger ? What are its features ? Explain types of it.
4. Explain the reasons for environmental scanning.
5. State the importance of SWOT analysis in modern management.
6. Describe TQM. What are its objectives ?
7. What is Strategic Management Process Model ? Draw a model of strategic management process. (5×8=40)

SECTION – B

Answer **any two** questions. **All** questions carry **equal** marks.

8. Describe important points to attain greater success in strategic alliances. State some strategic options for Indian companies.
 9. Describe the features and nature of General environment.
 10. Explain the difficulties that a strategic managers faces in preparation of the corporate strategy of the organisation.
 11. Why do organisations go for acquisition ? Why acquisitions fail ? How to make acquisitions successful ? (2×20=40)
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