



M 27379

Reg. No. : .....

Name : .....

**II Semester M.A./M.Sc./M.Com. Degree (Reg./Sup./Imp.)**

**Examination, March 2015**

**COMMERCE (2014 Admn. Onwards)**

**COM2C06 : Strategic Management**

Time : 3 Hours

Max. Marks : 60

**SECTION – A**

Answer **any four**. 1 mark for Part (a), 3 marks for Part (b), 5 marks for Part (c).

1. a) What is business ethics ?  
b) What are the components of commitment to change ?  
c) Explain the role of organizational systems in evaluation.
2. a) What is ETOP ?  
b) What are the barriers to strategic evaluation and control ?  
c) What is 7-S model ? How it helps in reducing the difficulties in strategy implementation ?
3. a) What is life cycle analysis ?  
b) What are the attributes of sound strategy ?  
c) What is SWOT analysis ? How strategist prepares a company profile ?
4. a) What is differential strategy ?  
b) What is strategic management process model ?  
c) Explain what is strategy chosen by gap analysis.
5. a) What is strategic choice ?  
b) Describe the essential features of objectives.  
c) Explain the importance of corporate governance.

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6. a) What is strategy implementation ?  
 b) What parts are making environmental scanning ?  
 c) Explain the possible types of integration mechanisms. **(4×9=36)**

**SECTION - B**

7. "In spite of better techniques of resource allocation, it has its own problems."  
 Discuss.

OR

Explain any four components of general environment with Indian examples.

8. What is social responsibility ? Bring home arguments 'for' and 'against' social responsibility.

OR

What are the problems that a strategic manager faces in preparation of the corporate strategy of the organization ? **(2×12=24)**