



M 27359

Reg. No. :

Name :

**II Semester M.A./M.Sc./M.Com. Degree (Regular/Supplementary/
Improvement) Examination, March 2015
(2013 and Earlier Admn.)
COMMERCE
Paper – V : Strategic Management**

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **any five**. Each carries **eight** marks :

1. What is strategy ? Explain the attributes of a Sound Strategy.
2. What is Social Audit ? What are its benefits ?
3. Explain SWOT Analysis.
4. Give reasons for environmental scanning.
5. What are the different types of takeovers ?
6. Explain the factors that determine the choice of environmental factors.
7. Explain the important motives behind strategic alliances. **(5×8=40)**

SECTION – B

Answer **any two**. Each carries **20** marks :

8. Explain any four components of general environment with Indian examples.
9. What are the different approaches of strategic management ?
10. Strategic management has both general and specific role in management.
Comment.
11. What are the implications and limitations of strategic management
process ? **(2×20=40)**