



K19P 0315

Reg. No. :

Name :

II Semester M.Com. Degree (Reg./Suppl./Imp.) Examination, April 2019
(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 do you mean by merger ? 1
b) Discuss the strategic implications of social and ethical issues. 3
c) Explain Micheal Porter's competitive strategy. 5
2. a) What is resource audit ? 1
b) Explain the features of environment scanning. 3
c) Briefly explain the barriers in effective evaluation. 5
3. a) What is mission statement ? 1
b) Distinguish strategy and tactics. 3
c) Explain in detail the process of internal analysis. 5
4. a) What is Balanced Score Card ? 1
b) Differentiate goals and objectives. 3
c) Explain the approaches to resource allocation. 5
5. a) What is corporate governance ? 1
b) Why strategy evaluation/ review is needed ? 3
c) What are the approaches to strategy implementation ? 5

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6. a) What is ETOP ? 1
b) What is Value Chain Analysis ? What are its implications ? 3
c) Explain Marketing strategies and policies in brief. 5
- (4×9=36)

SECTION – B

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

7. a) What is corporate restructuring ? Why is it required ? What are the steps in this regard ?
- OR
- b) What is benchmarking ? What is its significance ? What are the steps involved in it ? 12
8. a) Define Strategic Management. Explain in detail the tools and techniques of Strategic Management.
- OR
- b) What is corporate strategy ? List out the Corporate level strategies. 12
- (2×12=24)