

G 18001411



Reg. No.....

Name.....



M.Com. DEGREE (C.S.S.) EXAMINATION, JUNE 2018

Second Semester

Faculty of Commerce

SM 02 C07—STRATEGIC MANAGEMENT

(2012 Admission onwards)

Time : Three Hours

Maximum Weight : 30

Section A

I. Answer any *five* questions. Each question carries 1 weight. Answer each not exceeding *one page* :

- 1 What do you mean by franchising ?
- 2 What is a tactic ?
- 3 What are the attributes of a sound strategy ?
- 4 What is meant by Vision ?
- 5 What do you mean by environmental scanning ?
- 6 What is horizontal integration ?
- 7 What is BCG matrix ?
- 8 What do you mean by JV ?

(5 × 1 = 5)

Section B

II. Answer any *five* questions. Each question carries 2 weight. Answer each question not exceeding *two pages* :

- 9 What is strategic management ? What are its features ?
- 10 Differentiate between Mission and Vision.
- 11 What is meant by environmental scanning ? Why is it required ?
- 12 Explain Economic environment and its factors.
- 13 Explain ETOP and its steps.
- 14 Describe product life cycle.
- 15 What are mergers ? What are its merits ?
- 16 What is retrenchment strategy ? What is its need ?

(5 × 2 = 10)

Turn over





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Section C

III. Answer any *three* questions. Each question carries 5 weight :

- 17 What is diversification ? What are its types ? Explain reasons for diversification ?
- 18 What is strategic management process ? What steps are involved in it ?
- 19 Explain Porter's Five forces model
- 20 What do you mean by strategic evaluation and control? Why is it essential ?
- 21 What are the different types of factors affecting the process of environmental analysis ?
- 22 Explain Internal analysis and its steps.

(3 × 5 = 15)

