

C 23292

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Name.....

Reg. No.....

**SECOND SEMESTER M.Com. DEGREE (REGULAR/SUPPLEMENTARY)  
EXAMINATION, APRIL 2022**

**April 2021 Session for SDE/Private Students**

(CBCSS)

Master of Commerce

MCM 2C 07—ADVANCED STRATEGIC MANAGEMENT

(2019 Admission onwards)

Time : Three Hours

Maximum : 30 Weightage

**General Instructions**

**Covid Instructions are not applicable for Pvt/SDE students**

1. *In cases where choices are provided, students can attend **all** questions in each section.*
2. *The minimum number of questions to be attended from the Section / Part shall remain the same.*
3. *The instruction if any, to attend a minimum number of questions from each sub section / sub part / sub division may be ignored.*
4. *There will be an overall ceiling for each Section / Part that is equivalent to the maximum weightage of the Section / Part.*

**Part A**

*Answer any **four** questions.*

*Each question carries 2 weightage.*

1. Define Strategy.
2. What do you mean by SBU ?
3. Differentiate competitive advantage and core competency.
4. What is Environmental Scanning ?
5. What is Strategic Alliance ?
6. State the meaning of Strategic Control.
7. What is Balanced Score Card ?

(4 × 2 = 8 weightage)

**Turn over**

**Part B**

*Answer any **four** questions.  
Each question carries 3 weightage.*

8. Discuss the characteristics of strategic management.
9. Write the importance of mission statement.
10. Briefly explain the steps in strategic formulation.
11. What are the major reasons for a company to adopt diversification strategies ?
12. Write the different forms of retrenchment strategies.
13. Explore how competitive analysis can be done using Porter's five forces model.
14. Briefly discuss SWOT analysis.

(4 × 3 = 12 weightage)

**Part C**

*Answer any **two** questions.  
Each question carries 5 weightage.*

15. Explain in detail the components of External Business Environment.
16. Discuss corporate portfolio analysis.
17. "Resource allocation is a powerful tool to communicate the strategies of the organisation". Justify.
18. Discuss the tools used for of strategic evaluation and control.

(2 × 5 = 10 weightage)