

C 42722

(Pages : 2)

Name.....

Reg. No.....

SECOND SEMESTER M.Com. DEGREE (REGULAR/SUPPLEMENTARY)
EXAMINATION, APRIL 2023

(CBCSS)

M.Com.

MCM 2C 07—ADVANCED STRATEGIC MANAGEMENT

(2019 Admission onwards)

Time : Three Hours

Maximum : 30 Weightage

Part A

*Answer any four questions.
Each question carries 2 weightage.*

1. What is organisational appraisal ?
2. What is Vision ?
3. What is ETOP analysis ?
4. What is Divestment ?
5. What is functional implementation ?
6. What is KPI ?
7. What are some factors to be considered in strategic choice ?

(4 × 2 = 8 weightage)

Part B

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

8. Discuss the elements of micro environment of a firm.
9. What are the techniques used in forecasting environmental factors ?
10. Discuss Porter's Generic strategy.
11. Discuss Mintzberg's five Ps strategy ?
12. Discuss four types merger with examples.

Turn over

13. Explain balanced scorecard.
14. Discuss DuPont control model.

(4 × 3 = 12 weightage)

Part C

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

15. Discuss the emerging trends in strategic management
16. What is environmental analysis ? Discuss the macro environment, with the implications of each environmental factor.
17. What is expansion strategy ? Discuss different types of expansion strategies.
18. What is strategy implementation ? Discuss different types of strategy implementation.

(2 × 5 = 10 weightage)