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T – 6455

Reg. No. :

Name :

Second Semester M.Com. Degree Examination, September 2024

Paper II : CO 222 : STRATEGIC MANAGEMENT

(2018 Admission Onwards)

Time : 3 Hours

Max. Marks : 75

SECTION – A

Answer **all** questions. Each question carries **2** marks.

1. Define Vision.
2. What is environmental scanning?
3. What is SWOT?
4. What is conglomerate diversification?
5. What is Merger?
6. What do you mean by divestment?
7. What do you mean by strategic formulation?
8. What is portfolio analysis?
9. What is strategic audit?
10. What do you mean by integration strategy?

(10 × 2 = 20 Marks)

P.T.O.



SECTION – B

Answer any **five** questions. Each question carries **5** marks.

11. Explain value chain analysis.
12. Discuss various business level strategies.
13. Describe Michael Porter's Competitive strategy.
14. Discuss the benefits of strategic alliances.
15. Discuss the steps in the process of strategic choice.
16. Discuss different approaches to strategic implementation.
17. Discuss the concept of blue ocean strategy.
18. Describe Strategic Advantage Profile (SAP).

(5 × 5 = 25 Marks)

SECTION – C

Answer any **two** of the following questions. Each question carries **15** marks.

19. What is strategy implementation? Discuss the barriers to strategy implementation.
20. What are the major strategies available to a company that want to expand and grow fast?
21. What is retrenchment strategy? Explain the types of retrenchment strategies.
22. What do you mean by strategic evaluation and control? Discuss the techniques of strategic evaluation and control.

(2 × 15 = 30 Marks)

