

(Pages : 2)

R – 7557

Reg. No. :

Name :

Second Semester M.Com. Degree Examination, November 2023

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. What is corporate strategy?
2. What is synergy?
3. Define the term objectives.
4. What is meant by vertical integration?
5. What is financial strategy?
6. Define vision.
7. What is PESTEL analysis?
8. What are the elements of a strategy?
9. What is strategic choice?
10. What is TOWS matrix?

(10 × 2 = 20 Marks)

P.T.O.



SECTION – B

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

11. Briefly explain Porter's Generic Model business level strategy.
12. Discuss the role of objectives in strategic management.
13. Explain retrenchment strategies.
14. Write a note on conglomerate diversification.
15. What are the types of mergers?
16. What are the determinants of organizational structure?
17. Explain the term Macro environment.
18. Discuss the significance of core competence concept.

(5 × 5 = 25 Marks)

SECTION – C

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

19. Describe the process of strategy evaluation and control.
20. What is strategic decision making? Explain important approaches to strategic decision making.
21. Discuss the term SWOT analysis. Explain the advantages of SWOT analysis.
22. What is meant by the term business environment? Explain the techniques of forecasting environmental factors.

(2 × 15 = 30 Marks)

