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E – 5178

Second Semester M.Com. Degree Examination, October 2018
Paper – V : CO 225 : STRATEGIC MANAGEMENT
(2014 Admission Onwards)

Time : 3 Hours

Max. Marks : 75

SECTION – A

Answer **all** questions in **two** or **three** sentences. **Each** question carries **2** marks.

1. What do you mean by Corporate Restructuring ?
2. Define a Strategic Business Unit.
3. Describe the term 'conglomerate diversification'.
4. What do you understand by CSFs ?
5. What is penetration pricing ?
6. What is ETOP ? State its significance.
7. What are functional strategies ?
8. What is strategic alliance ?
9. List the characteristics of a typical mission statement.
10. Define Strategic Management.

(10×2=20 Marks)

SECTION – B

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

11. 'The intensity of competition depends on several factors'. Identify these factors and discuss briefly on them.
12. Discuss how 'Gap Analysis' might be applied to a product/market situation.

13. Differentiate between Programmed strategy and contingency strategy.

14. Briefly explain the strategic implications of BCG matrix model.

15. How does life cycle analysis help strategic analysis and choice ?

16. Discuss the techniques of strategic control.

17. Discuss the various steps involved in the implementation of strategies.

18. Explain the different phases of project implementation. **(5×5=25 Marks)**

SECTION – C

Answer **any two** questions. **Each** question carries **15** marks.

19. Describe the scheme of grand strategies at the corporate level as proposed by William F. Glueck.

20. Discuss Michael E. Porter's Five Forces Model of competition and state its importance in industry analysis.

21. Define strategic management. Briefly discuss the process of strategic management.

22. Draft a conceptual model for creating a 'strategic plan' for a company.

(2×15=30 Marks)