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Reg. No. : .....

Name : .....

Second Semester M.Com. Degree Examination, July 2019

Paper II: CO 222 STRATEGIC MANAGEMENT

(2018 Admission)

Time : 3 Hours Max. Marks : 75

SECTION – A

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

1. What is Strategic Management?
2. How mission is different from vision?
3. What do you mean by environmental scanning?
4. What are core competencies?
5. What do you understand by the term Generic Strategies?
6. Give an account of Vertical Integration.
7. Bring out the meaning of HR Strategies.
8. Define: BCG Matrix.
9. What is Strategic control system?
10. Define E-Business model.

(10× 2 = 20 Marks)

P.T.O.

SECTION – B

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

11. Explain Tows matrix.
12. Describe the different types of strategies.
13. Choose any one MNC operates in India and apply SWOT analysis for the MNC.
14. Discuss about GAP analysis.
15. Explain the process of strategic implementation and evaluation.
16. Discuss Mc Kinsey's 7s framework.
17. Discuss the advantages and limitations of strategic audit.
18. Explain new business models and strategies for internet economy.

(5 × 5 = 25 Marks)

SECTION – C

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

19. Briefly discuss the Strategic Management process.
20. Discuss the importance of SWOT analysis and ETOP.
21. Explain the various phases of strategy formulation with an illustration.
22. Examine the techniques of strategic evaluation and control.

(2 × 15 = 30 Marks)