(Pages : 2) **J – 4165**

Reg. No. : .....

Name : .....

Second Semester M.Com. Degree Examination, May 2020

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. How to set the objectives and goals in an organization?
2. Define ‘‘Strategic Management’’.
3. What is Competitive Analysis?
4. Explain ETOP.
5. What do you mean by integration?
6. Give the meaning of Grand strategies.
7. What is Formulation of strategies?
8. Write short notes on Production.
9. What is control of strategies?
10. Define ‘‘Strategic audit’’.

(10 × 2 = 20 Marks)

P.T.O.

SECTION B

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

11. Explain the challenges of Strategic Management.
12. Discuss in brief the PESTEL analysis.
13. Explain about sub-classification of strategies.
14. What do you understand by GAP analysis? Discuss.
15. Distinguish between Grand strategies and Generic Strategies.
16. Explain new business models and strategies for internet economy.
17. Enumerate the functional aspects of implementation.
18. Define Strategic audit. Explain the advantages and disadvantages.

(5 × 5 = 25 Marks)

SECTION C

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

19. Explain the term ‘mission’ and its role in developing the organization.
20. Discuss the different types of strategic alternatives and its choices.
21. Evaluate the impact of different types of environment.
22. State and explain Mc Kinsey’s 7’s framework with examples.

(2 × 15 = 30 Marks)

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