ALL SAINTS COLLEGE LIBRARY
No.
TRIVANDRUM

(Pages : 2) **L – 3141**

Reg. No. : .....

Name : .....

Second Semester M.Com. Degree Examination, May 2021

SDE

Paper V : CO 225 : STRATEGIC MANAGEMENT

(2017 Admission Onwards)

Time : 3 Hours Max. Marks : 75

SECTION – A

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

1. Define strategic management.
2. What is gap analysis?
3. Explain value chain analysis.
4. What is ETOP?
5. Write a note on resource allocation.
6. Outline the issues in strategic implementation.
7. Describe Strategic Advantage Profile.
8. What is the concept of Core competence?
9. Define Strategic intent.
10. What do you mean by Balanced Score Card?

(10 × 2 = 20 Marks)

P.T.O.

ALL SAINTS COLLEGE LIBRARY
NO.
TRIVANDRUM

SECTION – B

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

11. What is meant by Mission? What are the factors affecting mission of an organisation?

12. Enumerate the constituents of the Macro environment of business.

13. Define Acquisition. Explain the reasons for opting acquisition as a popular strategic alternative.

14. How do you match structure to strategy? Explain.

15. What is strategic alliance? Discuss the different types of strategic alliance.

16. Describe the BGC Portfolio matrix.

17. Discuss the techniques of environmental search and analysis.

18. Define strategic choice. Explain the elements of strategic choice process.

(5 × 5 = 25 Marks)

SECTION – C

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

19. What is strategic management process? Discuss the steps involved.

20. Explain Michael Porter's approach to defining generic competitive strategies.

21. Discuss in detail the growth strategies with suitable examples.

22. What is SWOT? Explain SWOT analysis in the form of matrix.

(2 × 15 = 30 Marks)
