



K21P 0804

Reg. No. : .....

Name : .....



**II Semester M.Com. Degree (CBSS – Reg./Suppl. (Including Mercy Chance)/Imp.)**  
**Examination, April 2021**  
**(2014 Admission Onwards)**  
**COM2C06 : STRATEGIC MANAGEMENT**

Time : 3 Hours

Max. Marks : 60

**SECTION – A**

Answer **any four** questions in this Section. **Each** question carries **1** mark for Part (a), **3** marks for Part (b) and **5** marks for Part (c).

1. a) What is strategic implementation ? 1  
b) Enumerate some characteristics of strategic management. 3  
c) Explain the types of strategic control. 5
2. a) What is SWOT analysis ? 1  
b) What are the steps involved in Business Process Reengineering ? 3  
c) What are the features of expansion strategy ? 5
3. a) What is core competence ? 1  
b) What are the merits of vertical integration ? 3  
c) Explain the factors that affect strategic choice. 5
4. a) What is functional strategy ? 1  
b) What are the advantages of mergers ? 3  
c) Explain the nature and barriers to strategic implementation. 5
5. a) What is a vision statement ? 1  
b) Explain the role of organizational system in evaluation. 3  
c) Explain the production strategies and policies. 5
6. a) What is TQM ? 1  
b) What are the steps towards successful restructuring ? 3  
c) Explain the process of strategic evaluation. 5

(4×9=36)

P.T.O.



SECTION – B

Answer the **two** questions in this Section. **Each** question carries **12** marks.

7. a) Define strategy. Explain in detail the approaches to strategic decision making.

OR

b) Explain SWOT analysis. Illustrate with an example. 12

8. a) Define strategic management. Explain the strategic management process.

OR

b) Briefly explain various forms of corporate strategies. 12

(2x12=24)