



K24P 1124

Reg. No. :

Name :

Second Semester M.Com. Degree (C.B.C.S.S. – OBE – Regular)
Examination, April 2024
(2023 Admission)
CMCOM 02C09 – STRATEGIC MANAGEMENT

Time : 3 Hours

Max. Marks : 60

SECTION – A

Answer **any five** questions in this Section. **Each** question carries **3** marks :

1. Name the attributes of Sound Strategy.
2. Distinguish between Strategy and Policy.
3. Define the term "Competitive Advantage".
4. What is the scope of Environmental Scanning ?
5. State the role of Reward System in Strategic Evaluation.
6. Compare Blue Ocean Strategy with Red Ocean Strategy.

(5×3=15)

SECTION – B

Answer **any three** questions in this Section. **Each** question carries **5** marks :

7. Discuss briefly the applications of SWOC Analysis in Strategic Management.
8. Define "Strategic Control". Categorise its types.
9. Why is "Corporate Social Audit" important in recent scenario ?
10. Highlight the important postulates of the BCG matrix.
11. Examine the Global issues in Strategic Management.

(3×5=15)

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SECTION – C

Answer **any three** questions in this Section. **Each** question carries **10** marks :

12. Define "Strategic Management". Describe in detail its importance and limitations.
13. Elaborate the essence of McKinsey 7S Framework in Strategy Formulation.
14. Write an essay on different techniques involved in Strategic Evaluation.
15. "Porter's 5 Forces Model enables any company to outperform their competitors". Do you agree ? Evaluate.
16. Analyse the relationship between the following concepts with an example :
 - a) Corporate Governance
 - b) Corporate Culture
 - c) Business Ethics
 - d) Corporate Social Responsibility.

(3×10=30)

