



**K16P 0448**

Reg. No. : .....

Name : .....

**Second Semester M.Com. Degree (Regular/Supplementary/  
Improvement) Examination, March 2016**

**COMMERCE**

**(2014 Admn. Onwards)**

**COM 2C06 : Strategic Management**

Time : 3 Hours

Max. Marks : 60

**SECTION – A**

Answer **any four**. Each carries **1** mark for (a), **3** marks for (b) and **5** marks for (c).

1. a) What is strategy ?  
b) State the limitations of strategic management.  
c) Explain the implications and limitations of strategic management process.
2. a) What is environmental scanning ?  
b) Explain the significance of environmental scanning.  
c) Explain the steps in internal analysis as a strategic process.
3. a) What is ETOP analysis ?  
b) State the importance of SWOT analysis.  
c) Discuss the relevance of industry and competitor analysis to the strategic choice process.
4. a) What is corporate governance ?  
b) What points are to be borne in mind by the strategists while using contingency strategy ?  
c) Explain the problems encountered in resource allocation.
5. a) What is strategic budgeting ?  
b) What are the mechanism for designing organisational structure ?  
c) What is the need for strategy evaluation and control ?
6. a) What is strategic control ?  
b) What are the different types of strategic controls ?  
c) Explain the role of organisational systems in evaluation.

**(4×9=36 Marks)**

P.T.O.



SECTION – B

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

7. a) Describe the factors that influence strategic choice.

OR

b) Strategic management is a continuous process of decision making. Discuss.

8. a) What is '7-S' model ? How it helps in reducing the difficulties in strategy implementation ?

OR

b) What is power in an organisation ? Discuss how people gain power.

(2x12=24 Marks)