



K24P 0874

Reg. No. :

Name :

**II Semester M.Com. Degree (C.B.S.S. – Supple. (One Time Mercy Chance)/
Imp.) Examination, April 2024
(2014 to 2022 Admissions)
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) Define strategy.
B) Explain the difference between deliberate and emergent strategies.
C) What is core competence? Explain the three tests can be applied to identify the core competencies in a company.
2. A) What is specific environment ?
B) Describe competition analysis.
C) What are the six sources of barriers to entry in a new market or industry ?
3. A) What is ETOP ?
B) What is TOWS Matrix ?
C) Which are tools and techniques used in formulating strategy ?
4. A) Define strategy implementation.
B) What is strategic programming ?
C) Explain the limitations of strategic programming.

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- 5. A) What is premise control ?
B) Mention the importance of strategy evaluation and control.
C) What are the barriers in strategy evaluation and control ?
- 6. A) What is policy ?
B) State the elements of mission statement.
C) Explain the differences between corporate strategy and functional strategy.

(4×9=36)

SECTION – B

Answer the following questions. **Each** question carries **12** marks.

- 7. A) Explain the process of formulation of SBU strategy.
OR
B) What are the different types of stability strategy ?
- 8. A) What is '7-S' Model ? How it is helps in reducing the difficulties in strategy implementation ?
OR
B) What is BCG Model ? Explain its rationale in detail.

(2×12=24)