

SECOND SEMESTER M.A./M.Sc./M.Com. DEGREE EXAMINATION, JUNE 2020  
(CBCSS)

M.Com.

MCM 2C 07—ADVANCED STRATEGIC MANAGEMENT

(2019 Admissions)

Time : Three Hours

Maximum : 30 Weightage

**Section A**

*Answer any four questions.*

*Each question carries 2 weightage.*

1. Differentiate vision and mission.
2. What is SWOC analysis ?
3. Explain strategic formulation.
4. Describe the term strategic management.
5. What do you mean by sustained competitive advantage ?
6. What are the essentials of a good strategy ?
7. What is defensive mode of strategic choice ?

(4 × 2 = 8 weightage)

**Section B**

*Answer any four questions.*

*Each question carries 3 weightage.*

8. Explain the emerging trends in strategic management.
9. How does a strategic plan get implemented ?
10. Define strategic choices and explain the process of developing strategic choices.
11. Discuss the 5 P's of Mintzberg regarding strategy.
12. What is corporate level strategy ? How corporate level of strategy is different from business level strategy ?
13. What are the strategies to be followed by the business for maintaining long term relationship with their customers ?
14. Point out the benefits and limitations of strategic evaluation and control.

(4 × 3 = 12 weightage)

**Turn over**

**Section C**

*Answer any two questions.*

*Each question carries 5 weightage.*

15. Discuss the various factors affecting the aspects of strategic analysis.
16. Define strategy management. Explain in details the process to strategic management.
17. Discuss various barriers challenging the strategy formulators while implementing strategy and the ways through which these barriers can be overcome for the successful implementation of the strategy.
18. What do you mean by strategy implementation and discuss the various approaches to the implementation of strategy?

(2 × 5 = 10 weightage)