C 4694 (Pages : 2) Name.....

Reg. No.....

SECOND SEMESTER M.Com. DEGREE (REGULAR/SUPPLEMENTARY) EXAMINATION, APRIL 2021

(CBCSS)

M.Com.

MCM 2C 07—ADVANCED STRATEGIC MANAGEMENT

(2019 Admissions)

Time : Three Hours Maximum : 30 Weightage

General Instructions

1. *In cases where choices are provided, students can attend* **all** *questions in each section.*
2. *The minimum number of questions to be attended from the Section / Part shall remain the same.*
3. *There will be an overall ceiling for each Section / Part that is equivalent to the maximum weightage of the Section / Part.*

Section A

Answer any **four** *questions.*
Each question carries 2 *weightage.*

1. What is SWOC analysis ?
2. Write a note on strategic planning.
3. What is defensive mode of strategic choice ?
4. Describe strategic analysis.
5. Write a short note on portfolio models.
6. Define competitive strategy.
7. What is Dupont control model ?

(4 × 2 = 8 weightage)

Section B

Answer any **four** *questions.*
Each question carries 3 *weightage.*

8. Discuss the process of strategy formulation.
9. What is strategic decision-making and discuss the approaches to strategic decision-making ?

Turn over

10. Describe Michael Porter Competitive strategy.

11. Enumerate some characteristics of strategic management.

12. What can executives do to properly implement strategic plan ?

13. What is Portfolio strategic management and write the major process of portfol management ?

14. How do companies benefit from forming international joint ventures and strategic all

(4 × 3 = 12

Section C

Answer any **two** *questions.*
Each question carries 5 *weightage.*

15. Define strategic evaluation and control. Discuss the techniques the techniques of strategy and control in details.

16. Describe various issues related to behaviour affect the strategy implementation strate

17. What is environmental scanning and what are the different techniques of envir scanning ?

18. Explain the process involved in strategic choice and major subjective issues of strategic

(2 × 5 = 10 w