

**SECOND SEMESTER M.Com. DEGREE (REGULAR/SUPPLEMENTARY)  
EXAMINATION, APRIL 2022**

**April 2021 Session for SDE/Private Students  
(CBCSS)**

**Master of Commerce**

**MCM 2C 07—ADVANCED STRATEGIC MANAGEMENT  
(2019 Admission onwards)**

**Time : Three Hours**

**Maximum : 30 Weightage**

**General Instructions**

**Covid Instructions are not applicable for Pvt/SDE students**

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. The instruction if any, to attend a minimum number of questions from each sub section / sub part / sub division may be ignored.
4. There will be an overall ceiling for each Section / Part that is equivalent to the maximum weightage of the Section / Part.

**Part A**

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

1. Define Strategy.
2. What do you mean by SBU ?
3. Differentiate competitive advantage and core competency.
4. What is Environmental Scanning ?
5. What is Strategic Alliance ?
6. State the meaning of Strategic Control.
7. What is Balanced Score Card ?

**(4 × 2 = 8 weightage)**

**Turn over**

**Part B**

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

8. Discuss the characteristics of strategic management.
9. Write the importance of mission statement.
10. Briefly explain the steps in strategic formulation.
11. What are the major reasons for a company to adopt diversification strategies?
12. Write the different forms of retrenchment strategies.
13. Explore how competitive analysis can be done using Porter's five forces model.
14. Briefly discuss SWOT analysis.

(4 × 3 = 12 weightage)

**Part C**

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

15. Explain in detail the components of External Business Environment.
16. Discuss corporate portfolio analysis.
17. "Resource allocation is a powerful tool to communicate the strategies of the organisation". Justify.
18. Discuss the tools used for of strategic evaluation and control.

(2 × 5 = 10 weightage)