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Name.....

Reg. No.....

**SECOND SEMESTER M.Com. DEGREE (REGULAR/SUPPLEMENTARY)
EXAMINATION, APRIL 2024**

(CBCSS)

Master of Commerce

MCM 2C 07—ADVANCED STRATEGIC MANAGEMENT

(2019 Admission onwards)

Time : Three Hours

Maximum : 30 Weightage

*Answers should be written in English only.***Section A***Answer any four questions.**Each question carries 2 weightage.*

1. What is strategic decision making ?
2. What is core competence ?
3. What is contingency strategy ?
4. What is Integration ?
5. What is a SBU ?
6. When is liquidation justified ?
7. Describe the concept of competitive advantage ?

(4 × 2 = 8 weightage)

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

8. What are the key differences between goals and objectives ?
9. Discuss value chain analysis.
10. What is SWOC ? Discuss how SWOC can help a company in strategic management.
11. Distinguish between strategic evaluation and control.

Turn over

12. What is competitor analysis? Discuss its importance.
13. Discuss the key elements of behavioural implementation?
14. Discuss the process and techniques of strategy evaluation and control?

(4 × 3 = 12 weight)

Section C

Answer any two questions.

Each question carries 5 weightage.

15. Discuss the strategic management process.
16. Discuss Michael E Porter's contributions to strategic management.
17. What is functional strategy? Discuss some functional strategies that are important in competitive business world. Justify your choices.
18. What is cooperative strategy? Discuss various types of co-operative strategies.

(2 × 5 = 10 weight)