

Reg. No. :

Name :

Sixth Semester B.Com. Degree Examination, April 2022

First Degree Programme Under CBCSS

CO 1661.8/CX 1661.3/TT 1661.3/CC 1661.3/HM 1661.3

STRATEGIC MANAGEMENT

**(Common for Commerce/Commerce & Tax Procedure and Practice/
Commerce and Tourism and Travel Management / Commerce with
Computer Applications/Commerce and Hotel Management and Catering)**

(2018 & 2019 Admission)

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **all** questions in **one** or **two** sentences. **Each** question carries **1** mark.

1. Define the term Strategy.
2. What is Strategy Formulation?
3. What is Mission?
4. What is Vertical Integration?
5. Give the expansion of SPACE.
6. What is Blue Ocean Strategy?
7. What is Synergy?

8. What is Du Pont Control Chart?
9. What is Strategic Evaluation?
10. What is Basic Strategies?

(10 × 1 = 10 Marks)

SECTION – B

Answer any **eight** questions, in not exceeding one paragraph each. **Each** question carries **2** marks.

11. What are the characteristics of Strategic Management?
12. Explain the need for Strategy.
13. What are the characteristics of Strategic intent?
14. Differentiate the term Goals and Objectives?
15. What do you mean by Incremental Growth Strategy?
16. Explain integration strategy.
17. Difference between Merger and Acquisition.
18. Write the merits of Strategic Alliance from the view point of invested company.
19. What is Disinvestment Strategy?
20. What is Generic Business Strategy?
21. Explain ETOP.
22. Explain criteria for evaluating Strategic Alternatives.
23. What do you mean by Strategic Control?

24. Explain Time Related Control methods used for Strategic Control System.
25. What are the Minitzberg 5 P's of Strategy?
26. Explain CAP

(8 × 2 = 16 Marks)

SECTION – C

Answer any **six** questions, in not exceeding 120 words. **Each** question carries **4** marks.

27. Explain the benefits of Strategic Management towards business organization.
28. Explain the characteristics of Strategic Intent.
29. Discuss the essentials of a good mission statement.
30. Explain the elements followed in a good vision statement.
31. Give a brief note about Stability Strategy.
32. List out different types of Integration applied in Integration Strategy.
33. Briefly explain the merits of Strategic Alliance from the angle of host country and guest country.
34. Explain SWOT Analysis.
35. What do you understand the term Synergy and its types?
36. Explain steps in Strategy Implementation.
37. Explain interrelationship between Strategy Formulation and Implementation.
38. What are the barriers involved in the stage of Strategic Evaluation and Control?

(6 × 4 = 24 Marks)

SECTION – D

Answer **any two** questions in not exceeding **four** pages each. Each question carries **15** marks.

39. Explain Strategic Evaluation Process.
40. Explain various stages in the process of Strategic Management.
41. Explain SWOT Analysis and TOWS Matrix.
42. Explain the term Strategic Analysis and its contents.
43. Explain the term Strategic Management and its Process.
44. Explain the term Corporate Portfolio Analysis. What are the important Portfolio Analysis?

(2 × 15 = 30 Marks)