

Reg. No. : .....

Name : .....

**Sixth Semester B.Com. Degree Examination, April 2023**

**First Degree Programme Under CBCSS**

**Elective**

**CX 1661.3/TT 1661.3/CC 1661.3/HM 1661.3/**

**CO 1661.8 : STRATEGIC MANAGEMENT**

**(2018 Admission onwards)**

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

Time : 3 Hours

Max. Marks : 80

**SECTION – A**

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

1. What do you mean by the term Strategic Management?
2. What is Tactics?
3. What is Strategic Intent?
4. Define the term Objectives.
5. What is Merger?
6. What is Retirement Strategy?
7. What is Environmental Impact Matrix?

8. What is GAP Analysis?
9. What is Strategic Control?
10. Give the expansion of ETOP.

**(10 × 1 = 10 Marks)**

### SECTION – B

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

11. Explain the characteristics of Strategy.
12. What are the differences between Strategy and Tactics.
13. Explain the limitations of Strategic Management.
14. Differentiate the term Vision and Mission.
15. Who are the external stakeholder of Business?
16. Write the merits of Strategic Alliance from the view point of host country.
17. What is Turn Around Strategy?
18. What is Blue Ocean Strategy?
19. Explain Strategic Analysis.
20. What are the factors influencing strategic choice?
21. What are the qualitative factors used for strategic evaluation?
22. Explain the term SAP.

**(8 × 2 = 16 Marks)**

## SECTION – C

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

23. Briefly explain the levels of Strategy.
24. Explain the features of Mission.
25. Explain the benefits of Strategic Evaluation and Control.
26. List out the issues associated with Strategy Implementation.
27. Explain criteria for evaluating Strategies Alternatives.
28. Explain Business Strategy.
29. What do you mean by the term Organizational Analysis?
30. Explain Diversification Strategy with examples.
31. Give a brief note about Expansion Strategy.

**(6 × 4 = 24 Marks)**

## SECTION – D

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

32. What do you mean by Strategy Implementation? Explain its steps and approaches.
33. Explain techniques used in Strategic Control System.
34. Explain BCG Growth Share Matrix and GE Nine Cell Matrix.
35. Explain the term Strategic Management. Discuss its advantages and disadvantages.

**(2 × 15 = 30 Marks)**