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SECOND SEMESTER M.A./M.Sc./M.Com. DEGREE EXAMINATION, JUNE 2020

(CBCSS)

M.Com.

MCM 2C 07—ADVANCED STRATEGIC MANAGEMENT

(2019 Admissions)

Time: Three Hours

Maximum: 30 Weightage

Section A

Answer any four questions.

Each question carries 2 weightage.

- 1. Differentiate vision and mission.
- 2. What is SWOC analysis?
- 3. Explain strategic formulation.
- 4. Describe the term strategic management.
- 5. What do you mean by sustained competitive advantage?
- 6. What are the essentials of a good strategy?
- 7. What is defensive mode of strategic choice?

 $(4 \times 2 = 8 \text{ weightage})$

Section B

Answer any four questions.

Each question carries 3 weightage.

- 8. Explain the emerging trends in strategic management.
- 9. How does a strategic plan get implemented?
- 10. Define strategic choices and explain the process of developing strategic choices.
- 11. Discuss the 5 P's of Mintzberg regarding strategy.
- 12. What is corporate level strategy? How corporate level of strategy is different from business level strategy?
- 13. What are the strategies to be followed by the business for maintaining long term relationship with their customers?
- 14. Point out the benefits and limitations of strategic evaluation and control.

 $(4 \times 3 = 12 \text{ weightage})$

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Section C

Answer any two questions.

Each question carries 5 weightage.

15. Discuss the various factors affecting the aspects of strategic analysis.

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- 16. Define strategy management. Explain in details the process to strategic management.
- 17. Discuss various barriers challenging the strategy formulators while implementing strategy and the ways through which these barriers can be overcome for the successful implementation of the strategy.
- 18. What do you meant by strategy implementation and discuss the various approaches to the implementation of strategy?

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 $(2 \times 5 = 10 \text{ weightage})$

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