Q.P.Code:PC225-20 (Pages: 2) Reg. No...............................

Name...................................

**M.Com. DEGREE (CSS) EXAMINATION, APRIL 2024**

**Second Semester (Regular/Supplementary/Improvement - 2020 Admission Onwards)**

**Branch: Commerce**

**PG20CO210 - STRATEGIC MANAGEMENT**

Time: 3 hrs Max. Weightage: 30

**PART A**

**(Answer any EIGHT questions. Each question has weightage ONE.)**

1. Define planning.

2. What is goal?

3. Give the forms of threats.

4. What is QUEST?

5. What is a functional level strategy?

6. What is colgomerate diversification?

7. Define BPR.

8. Defne internal benchmarking.

9. What is strategy implementation?

10. Define strategic change.

**(8×1=8)**

**PART B**

**(Answer any SIX questions. Each question has weightage TWO**.)

11. Explain the policy objectives.

12. State the inter-relationship between strategy and structure.

13. Describe the factors which influence the general management capability.

14. Differentiate between intuitive approach and muddling through approach.

15. Differentiate between external and internal environment analyses.

16. "Strategic fund programming is designed to help managers". Explain.

17. Discuss the Du Pont's control model.

18. Differentiate core competencies and competitive advantage.

**(6×2=12)**

**PART C**

**(Answer any TWO questions. Each question has weightage FIVE.)**

19. Explain the merits and demerits of strategic management.

20. Explain the frame work of industry analysis.

21. What is BCG matrix? Explain merits and demerits.

22. Explain ADL Matrix and steps for creation of ADL Matrix.

**(2×5=10)**

**(END OF QUESTION PAPER)**