

18. Provide a clear explanation on focus strategy. Enumerate its pros and cons.
 19. Explain the implementation process of the Strategic Management.
 20. What do you mean by Strategic Control Process? Briefly discuss "DuPont" Strategic Control Process.
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S.No. 1228

P 16 MC 34

(For candidates admitted from 2016-2017 onwards)

M.Com. DEGREE EXAMINATION, NOVEMBER 2022.

Commerce

STRATEGIC MANAGEMENT

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20)

Answer ALL questions.

1. Bring out the any four pitfalls in Strategic Management.
2. List out the strategic management process.
3. What do you mean by Business Ethics?
4. What do you mean by environmental scanning?
5. Enumerate any four tools used for the strategic alliance.
6. How do you understand the term Business Strategy?

7. Provide a clear explanation on differentiation strategy.
8. Illustrate the components of corporate level strategy.
9. What is Strategic Surveillance?
10. What do you mean by radical strategy changes?

PART B — (5 × 5 = 25)

Answer ALL questions. Choosing either (a) or (b).

11. (a) "They are various participants in strategic management process" - Identify these participants and explain their roles in strategic management process.

Or

- (b) Discuss the steps involved in strategic management process with suitable example.

12. (a) Briefly explain the steps involved in environmental scanning.

Or

- (b) How do you use the SWOT analysis in crafting strategies?

13. (a) Explain the different types of Strategic Alliance.

Or

- (b) Explain the different types of stability strategy with a suitable example.

14. (a) Explain the various functional policies and plans can be interacted.

Or

- (b) Explain the variables to be looked into while evaluating marketing strategy.

15. (a) Discuss the process of strategic control system with suitable illustration.

Or

- (b) Discuss the different phases involved in change process.

PART C — (3 × 10 = 30)

Answer any THREE questions.

16. Define the term strategic management. Bring out its advantages.
17. What are the environmental factors an organization should analyze in its strategy formulation? Explain.