S.No. 9277 PN 15 FM 8

(For candidates admitted from 2015–2016 onwards)

M.Com. DEGREE EXAMINATION, NOVEMBER 2023.

Financial Management

STRATEGIC MANAGEMENT

Time : Three hours Maximum : 100 marks

SECTION A — ($10 \times 2 = 20$)

Answer ALL questions

1. What are business level strategies?

2. List out the other internal factors influences the decision making process.

3. What is micro environment?

4. What is social responsibility and examples?

5. What is corporate strategy?

6. Why is strategic alliance important?

7. Write a note on strategy implementation.

8. What are functional strategies in strategic management?

9. Define managing change.

10. What is surveillance control in corporate strategy?

SECTION B — (5 × 7 = 35)

Answer ALL questions.

11. (a) Write down the scope of strategic management.

Or

(b) Briefly explain the benefits of strategic planning.

12. (a) What are the factors to consider in situation analysis?

Or

(b) State the various external environment factors in strategic decisions.

13. (a) Write down the different types of strategic alliance.

Or

(b) Briefly explain the steps of strategy formulation.

14. (a) What are the strategies used in production planning and scheduling?

Or

(b) State the steps involved in implementing a strategy.

15. (a) What are the various barriers in evaluation and control?

Or

(b) Briefly explain the steps of the strategic control process.

SECTION C — (3 × 15 = 45)

Answer any THREE questions

16. Explain the various characteristics of strategic decisions.

17. Enumerate the role of social responsibility in business ethics.

18. Analyze the Porter's five forces model.

19. Discuss the various objectives of functional strategies.

20. What are the areas influencing the management of technology and innovation? Discuss.

———————