

SECOND SEMESTER M.Com DEGREE EXAMINATION, APRIL 2021

(Improvement/Supplementary/Special)

M.Com

FMCM2C07: ADVANCED STRATEGIC MANAGEMENT

Time: 3 Hours

Maximum Weightage: 30

**Part A: Answer any *four* questions. Each carries 2 weightage**

1. Define strategic management.
2. What do you mean by TQM?
3. What is synergy?
4. What do you mean by merger strategy?
5. Define social audit.
6. What do you mean by satisficing approach?
7. What do you mean by bench marking?

(4 × 2 = 8 Weightage)

**Part B: Answer any *four* questions. Each carries 3 weightage**

8. Explain Miles and Snow's Adaptation model.
9. Describe the utility of portfolio analysis and display matrices.
10. What do you mean by SWOT analysis? Explain some of the strengths and weaknesses within the internal environment of an organization.
11. What are expansion strategies? Explain.
12. Describe the scope of environmental analysis.
13. How does micro environment differ from macro environment?
14. What are the factors determining the allocation of resources?

(4 × 3 = 12 Weightage)

**Part C: Answer any *two* questions. Each carries 5 weightage**

15. Define competitive advantage. Discuss the approaches for competitive advantage.
16. What are Display matrices? Explain the various matrices used by companies for portfolio analysis.
17. Explain the techniques of strategy evaluation and control.
18. Discuss the strategic management process. What are the assumptions and limitations of strategic management process?

(2 × 5 = 10 Weightage)