

**SECOND SEMESTER M.Com DEGREE EXAMINATION, APRIL 2021
COMMERCE
FMCM2C07: ADVANCED STRATEGIC MANAGEMENT**

Time: 3 Hours**Maximum Weightage: 30****Part A: All questions can be answered. Each carries *two* weightage (Ceiling 6 weightage).**

1. Define strategic intent.
2. What do you mean by core competency?
3. Explain the concept of achieving organizational effectiveness.
4. State the features of a vision statement.
5. What do you mean by intuitive-anticipatory approach?
6. Differentiate between strategic control and operational control.
7. What do you mean by Middle of the Road Leadership Style?

Part B: All questions can be answered. Each carries *four* weightage (Ceiling 12 weightage).

8. Explain the role of environmental analysis in strategic management.
9. What do you mean by resource allocation in strategy implementation?
10. Discuss the role of strategic management in different departments of the organization.
11. What do you understand by competitive advantage? Discuss its types.
12. Explain the dynamics of competitive strategy.
13. Write a note on strategic leadership model.
14. What are the reasons for adopting expansion strategies?

Part C: All questions can be answered. Each carries *six* weightage (Ceiling 12 weightage).

15. Discuss the process of strategic evaluation. Explain the role of different participants in strategic evaluation.
16. Explain various procedural implementations in strategy implementation.
17. Discuss the competitive strategies of Michael Porter. Also explain business level strategies in the context of industry life cycle.
18. Explain the dimensions of BCG Matrix.