

D2ACM2102

(2 Pages)

Name.....

Reg.No.....

**SECOND SEMESTER M.Com DEGREE EXAMINATION, APRIL 2022  
(Regular/Improvement/Supplementary)**

**COMMERCE  
FMCM2C07: ADVANCED STRATEGIC MANAGEMENT**

**Time: 3 Hours**

**Maximum Weightage: 30**

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

1. Define mission.
2. What do you mean by Du Pont control model?
3. Explain strategic control.
4. What are the features of strategy implementation?
5. What is strategic intent?
6. Mention the reasons for forming strategic alliance.
7. What are the issues involved in objective setting?

**(4 × 2 = 8 weightage)**

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

8. How can a SWOC analysis help in short listing strategic alternatives at the corporate level?
9. What do you mean by strategic intent? Explain the steps of strategic intent process.
10. Explain the dimensions of BCG Matrix.
11. Explain new modes of leadership.
12. What are the factors that affect strategic choice?
13. What do you mean by strategic control? Explain its process.
14. What do you mean by resource allocation in strategy implementation?

**(4 × 3 = 12 weightage)**

**(P.T.O.)**

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

15. Discuss the approaches and techniques used for analysing the external environment of an organization. Also explain the factors that affect external environmental analysis.
16. What types of barriers are commonly faced in strategic evaluation? How can these be avoided?
17. Discuss the competitive strategies of Michael Porter. Also explain business level strategies in the context of industry life cycle.
18. Explain different types of retrenchment strategies.

**(2 × 5 = 10 weightage)**