

SECOND SEMESTER M.Com DEGREE EXAMINATION, APRIL 2023
(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. Why strategy is more complex?
2. What is procedural implementation?
3. Explain the need for ethics in business.
4. What are the benefits and drawbacks in joint ventures?
5. How do companies build core competence?
6. What do you mean by Balanced Score Card?
7. What is SBU? What are its advantages and disadvantages?

(4 × 2 = 8 weightage)

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

8. What are the key areas in developing strategies?
9. Define mission. What are the reasons that result in changes in mission and objectives?
10. How do you evaluate the strategic alternatives using the BCG criteria?
11. Enumerate the major issues in strategic decision making.
12. What are the five competitive forces in an industry as identified by Michael Porter?
13. Why do firms use cross-border strategic alliances?
14. Explain Mintzberg's five Ps strategy.

(4 × 3 = 12 weightage)

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

15. What do you mean by strategic control? Discuss the process of strategic control in detail.
16. Explain SWOC analysis. Illustrate with an example.
17. What is leadership? Explain different kinds of leadership that are appropriate for various strategies.
18. Briefly explain various functional strategies.

(2 × 5 = 10 weightage)