

**SECOND SEMESTER M.Com DEGREE EXAMINATION, APRIL 2024
(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. What is strategic analysis?
2. Highlight the concept of gap analysis.
3. What is strategic choice?
4. How can procedural implementation streamline complex processes within an organization?
5. What does TQM stand for?
6. Write a short note on ETOP.
7. What do you mean by defensive strategy?

(4 × 2 = 8 weightage)

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

8. Describe the tools of strategic management.
9. Explain the growth level strategy.
10. Delineate the approaches to strategic decision making.
11. Elaborate the techniques of strategic evaluation and control.
12. What are the forces influencing environmental scanning?
13. Explain the techniques of strategic control.
14. What are the steps required to analyse a case study?

(4 × 3 = 12 weightage)

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

15. What are display matrices? Explain their various elements.
16. Explain the types of business level strategies.
17. State and explain the importance of case study in understanding strategic management.
18. Give a detailed account on the different types of business environments faced by a firm.

(2 × 5 = 10 weightage)