

SECOND SEMESTER M.Com DEGREE EXAMINATION, APRIL 2025
(Regular/Improvement/Supplementary)

COMMERCE
FMCM2C07: ADVANCED STRATEGIC MANAGEMENT

Time: 3 Hours**Maximum Weightage: 30****Part A: Answer any *four* questions. Each carries 2 weightage.***Write short notes on:*

1. Strategic planning.
2. Contingency strategy.
3. Strategy formulation.
4. BSC.
5. Delphi technique.
6. Strategic leadership.
7. Turnaround strategy.

(4 × 2 = 8 weightage)

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

8. Distinctive qualities of visionary leadership.
9. Factors influencing business ethics.
10. Barriers in strategic evaluation and control.
11. Types of environments.
12. Techniques of forecasting environmental factors.
13. Strategic Business Units.
14. A Dupont Model.

(4 × 3 = 12 weightage)

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

15. Illustrate the importance of competitive advantage in strategic management.
16. What are the environmental factors that are relevant to international business?
17. Enumerate the recent trends in strategic management.
18. What do you understand by strategic alliances? In what respect do these alliances differ from mergers and acquisition?

(2 × 5 = 10 weightage)