

QP Code: P25B016

Reg. No :

Name :

ST MARY'S COLLEGE (AUTONOMOUS), THRISSUR-20

II SEMESTER (CBCSS-PG) DEGREE EXAMINATION, MARCH 2025

M Com

MCM2C07 : ADVANCED STRATEGIC MANAGEMENT

2024 Admission Onwards

Time:3 Hours

Maximum Weightage:30

Part A

*Short answer type questions: Answer **any four** questions. Weightage 2 for each question.
(4x2 = 8 Weightage)*

1. State the features of strategic business units. [BTL1]
2. Describe the concept synergy. [BTL2]
3. Write a note on key performance indicators. [BTL2]
4. What are the factors to be considered in strategic choice? [BTL2]
5. Write a note on strategic planning. [BTL3]
6. When is liquidation justified? [BTL3]
7. Define strategic control. [BTL1]

Part B

*Short essay-type questions: Answer **any four** questions. Weightage 3 for each question.
(4x3 = 12 Weightage)*

8. Describe the various steps in strategic decision making. [BTL1]
9. Explain the process of organizational appraisal. [BTL4]
10. Explain the steps in strategy implementation. [BTL3]
11. Describe the essential features of an effective evaluation and control system. [BTL4]
12. How does policy relate to strategy? Explain. [BTL3]
13. How do you define strategic leadership? How does it differ from general leadership? Explain. [BTL3]
14. Why executives adopt growth strategies? [BTL5]

Turn Over

Part C

*Essay-type questions: Answer **any two** questions. Weightage 5 for each question.
(2x5 = 10 Weightage)*

15. Describe strategist and their role in strategic management. [BTL4]
16. Define strategic evaluation and control. Discuss the technique of strategic evaluation and control in detail. [BTL1]
17. Enumerate recent trends in strategic management. [BTL2]
18. Examine different matrices used by companies for their portfolio analysis. [BTL4]
