

C 63225

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Name.....

Reg. No.....

SECOND SEMESTER M.Com. DEGREE EXAMINATION, JUNE 2014

(CUCSS)

- MC 2C10—STRATEGIC MANAGEMENT

(2010 Admissions)

Time : Three Hours

Maximum : 36 Weightage

Part A

*Answer all questions.
Each question carries 1 weightage.*

1. What is a domestic strategy ?
2. What is value chain analysis ?
3. Enumerate the issues involved in behavioural implementation of strategy ?
4. Write a note on contingency plan.
5. What is McKinsey's 7S model ?
6. What is strategic review ?

(6 x 1 = 6 weightage)

Part B

*Answer any six questions.
Each question carries 3 weightage.*

7. Write a note on tactics with suitable examples.
8. Enumerate the constituents of the macro environment of business.
9. What is SWOT matrix ?
10. Write a note on the issues in strategy implementation.
11. Discuss the relevance of scenario planning for selected Indian companies.
12. Write a note on the role played by globalisation on strategic decisions in business.
13. What is overall cost leadership ? Explain with examples.
14. Discuss how strategic change can be managed in organizations.

(6 x 3 = 18 weightage)

Turn over

Part G

*Answer any two questions.
Each question carries six weightage.*

15. Discuss the industry analysis and how it helps in planning strategies ?
16. Discuss what long term strategies will you take about the following products :
 - (i) Prescription drugs.
 - (ii) LED TVs.
 - (iii) Dual sim mobile phones.
17. Discuss the importance of core competence and explain how it can help organisations.

(2 x 6 = 12 weightage)