

**C 4801**

**(Pages : 2)**

**Name.....**

**Reg. No.....**

**SECOND SEMESTER M.Com. DEGREE EXAMINATION, JUNE 2016**

**(CUCSS)**

**MC 2C 10—STRATEGIC MANAGEMENT AND CORPORATE GOVERNANCE**

**(2015 Admissions)**

**Time : Three Hours**

**Maximum : 36 Weightage**

**Part A**

*Answer **all** questions.*

*Each question carries **1** weightage.*

1. What is Strategy Management ?
2. What is model of strategic management ?
3. What is mean by Strategy Control ?
4. What is SWOT ?
5. What is corporate governance ?
6. What is Business Ethics ?

**(6 x 1 = 6 weightage)**

**Part B**

*Answer **all** questions.*

*Each question carries **3** weightage*

7. Explain the model of Strategy Planning Process.
8. Explain the Disadvantage strategy.
9. Write short note on Role of Macro Environment.
10. Discuss about the Stakeholders and corporate Performance Factors.
11. Explain the Life Cycle Maturity.

**Turn over**

12. Explain the Growth and Profitability.
13. Detail about the Joint Venture.
14. Explain the Ethical issue on Strategy.

(6 x 3 = 18 weightage)

### Part C

*Answer **all** questions.*

*Each question carries 6 weightage.*

15. Discuss about the levels of strategic Management.
16. Explain the SWOT analysis Model.
17. Explain the Strategy control Systems

(2 x 6 = 12 weightage)