

St. Aloysius College Edathua
M.Com Model EXAMINATION
Second Semester
PCO2CT08 - STRATEGIC MANAGEMENT

Time: 3 Hours

Maximum Marks: 80

Section A

Answer *any seven* questions. Each question carries 2 marks

1. What is meant by strategic intent?
2. What do you mean by environmental scanning?
3. What is meant by strategy audit?
4. What are various strategic levels in an organisation?
5. What is turnaround strategy?
6. Explain value chain analysis.
7. What is Synergy?
8. What is meant by core competency?
9. What is VMOSA?
10. What is conglomerate merger?

(7x2=14)

Section B

Answer *any six* questions. Each question carries 6 marks.

11. What are the objectives of strategic management?
12. Distinguish between strategic control and operating control.
13. Explain the process of strategy implementation.
14. What is integration? Explain forward and backward integration concepts.
15. Explain BCG Matrix.
16. What is Five Task Model in strategic management?
17. Explain RD theory?
18. What is meant by 7s Model?

(6x6=36)

Section C

Answer *any three* questions. Each question carries 10 marks.

19. What is meant by capacity expansion? Discuss the important capacity expansion strategies.
20. Define strategic management. Explain the process of strategic management.
21. What is GE Model? Explain its merits.
22. What is growth strategy? What are the different types of growth strategy?
23. What is strategy implementation? Explain different approaches to implementation of strategy.
24. What is business environment? Explain major components of business environment.

(3x10=30)