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C – 5160

Reg. No. : .....

Name : .....

**Second Semester M.Com. Degree Examination, August 2017  
Paper – V : CO 225 : STRATEGIC MANAGEMENT  
(2014 Admission)**

Time : 3 Hours

Max. Marks : 75

**SECTION – A**

Answer **all** questions in **two** or **three** sentences. **Each** question carries **2** marks.

**(10×2=20 Marks)**

1. List four financial benefits of a firm engaging in strategic planning.
2. Why is it important for a mission statement to be reconciliatory ?
3. Explain the term resource similarity.
4. What is resource audit ?
5. Elucidate concentric diversification.
6. Explain outbound logistics.
7. List out the limitations of BCG matrix.
8. Elucidate personal solicitation.
9. Explain the term Balanced scorecard.
10. What do you mean by behavior substitution ?

**SECTION – B**

Answer **any five** questions. **Each** question carries **5** marks.

**(5×5=25 Marks)**

11. Why some firms do not engage in strategic planning ?
12. Examine the pest analysis involved in environmental scanning process.
13. Explain the various set of tests that would help a firm analyse the value of its resources.

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14. Elucidate the various routes to securing strategic advantage in a competitive environment.
15. Explain the four elements of time dimension in choice of strategy.
16. What is a product life cycle ? What is its significance in product policy decision ? Explain.
17. Elucidate the strategy-structure relationship.
18. List out the qualitative factors involved in the evaluation of strategy.

**SECTION – C**

**Answer any two questions. Each question carries 15 marks. (2×15=30 Marks)**

19. Critically examine the basic elements involved in the strategic management process.
  20. Give a brief account on various stages involves on TOWS matrix.
  21. What do you mean by retrenchment strategy ? List out the reasons for using retrenchment strategy. Explain the variants of retrenchment strategy.
  22. Elaborate the Mckinsey seven 'S' model.
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