

(6 pages)

Reg. No. :

Code No. : 8776

Sub. Code : HKCM 13

M.Com. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2014.

First Semester

Commerce

Elective – STRATEGIC MANAGEMENT

(For those who joined in July 2012 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL the questions, choosing either (a) or (b).

Choose the correct answer :

1. A company's immediate competitors are firms _____ the same, strategic group.
(a) with out (b) with in
(c) following (d) prior to
2. Strategic management has come to assume great importance as a result of
(a) Liberalization (b) Globalization
(c) Green revolution (d) Privatisation

3. Scanning is essentially _____ in nature.
(a) important (b) empirical
(c) descriptive (d) exploratory
4. The value chain concept provides a framework for doing _____ analysis.
(a) ANOVA (b) business
(c) Industry (d) organisational
5. _____ formulation is concerned with evolving a corporations mission objectives strategies and policies.
(a) formula (b) strategy
(c) plan (d) policy
6. The aggregate of all conditions, events and influences that surround and affect is _____.
(a) environment (b) geography
(c) business (d) situation
7. The IFAS is expanded as
(a) internal factor analytic summary
(b) indifferent factor analystic survey
(c) internal factor analysis survey
(d) indifferent first analysis survey

Page 2

Code No. : 8776



8. The purpose of portfolio techniques is to help top level officers of diversified corporations better manage their _____.

- (a) portfolio
- (b) sales
- (c) inventory
- (d) all of them

9. The important types of control systems are _____.

- (a) Market control
- (b) Output control
- (c) Bureaucratic control
- (d) All

10. Strategic control involves _____.

- (a) Monitoring
- (b) Evaluating the performance of divisions and employees
- (c) Taking appropriate control actions
- (d) All of them

Page 3

Code No. : 8776

PART B — (5 × 5 = 25 marks)

Answer ALL the questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) What are family run corporates?

Or

(b) Give the characteristics of a mission statement.

12. (a) What is the use of industry analysis?

Or

(b) Differentiate strength and opportunities.

13. (a) What are non-profit making organisations?

Or

(b) How would growth strategies be classified?

14. (a) What do you understand by strategic funds programming?

Or

(b) Define IA-BS matrix.

15. (a) Define bureaucratic control adapted by managers.

Or

(b) Cont leadership strategy is useful in business how?

Page 4

Code No. : 8776

[P.T.O.]



PART C — (5 × 8 = 40 marks)

Answer ALL the questions, choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (a) What is meant by strategy and structure?
How do they differ from each other?

Or

- (b) Narrate the hierarchal levels of planning.

17. (a) How will you classify environmental factors?

Or

- (b) How will you identify the critical success factors in a business?

18. (a) What strategies are followed by leading Indian companies?

Or

- (b) Explain the strategic management practices followed in multiple market organizations.

19. (a) What are the elements of strategy which are converted into strategic objectives?

Or

- (b) "The little life cycle approach to strategic planning is useful in business evaluation" – Comment.

20. (a) Illustrate the 7S model.

Or

- (b) Explain how the organization structure is matched with strategy.

