

TM142120C

Reg. No.....

Name :.....

**M. COM. DEGREE (C.S.S.) EXAMINATION, APRIL 2017**  
**Supplementary – (2014 Admission)**  
**SEMESTER II - COMMERCE**  
**COM2SM – STRATEGIC MANAGEMENT**

**Time: Three Hours**

**Maximum Weight: 30**

**PART A**

**I Answer any five questions. Each question carries a weight of 1**

1. What is strategic management?
2. What is meant by customer segment?
3. What is meant by environmental scanning?
4. What is meant by internal analysis?
5. What is balanced score card?
6. What is differential strategy?
7. What is capital investment appraisal?
8. What is synergy?

**(5x1=5)**

**PART B**

**II Answer any five questions. Each question carries a weight of 2**

9. Distinguish between strategy & tactics.
10. Distinguish between financial & non-financial goals.
11. Explain the techniques of environmental search.
12. Explain different strategic internal factors.
13. What are the different methods of identifying critical success factors?
14. What are the variants of stability strategy?
15. Explain the limitations of strategic programming.
16. Write down different barriers in strategic evaluation

**(5x2=10)**

**PART C**

**III Answer any three questions. Each question carries a weight of 5**

17. Explain the various limitations of strategic management.
18. Explain strategic management process.
19. Explain the factors governing setting of objectives.
20. Explain the different implications of industry management
21. Explain the mechanism of strategies
22. Explain operational control techniques of evaluation

**(3x5=15)**