

TM242428U

Reg. No :

Name :

MASTER'S DEGREE (C.S.S) EXAMINATION, MARCH 2024
2023 ADMISSIONS REGULAR
SEMESTER II - CORE COURSE Commerce and Management
CM2C10TM - Strategic Management

Time : 3 Hours

Maximum Weight : 30

Part A

I. Answer any Eight questions. Each question carries 1 weight **(8x1=8)**

1. Explain the meaning of strategy.
2. Explain the meaning of tactics.
3. Elaborate SWOT audit.
4. Explain PEST analysis.
5. Explain turn around strategy.
6. Describe combination strategy.
7. Briefly explain cost advantage.
8. Explain cost driver.
9. Explain collaborative approach.
10. Define strategy implementation.

Part B

II. Answer any Six questions. Each question carries 2 weight **(6x2=12)**

11. Describe the essentials of a good business policy.
12. Write about need and importance of industry analysis.
13. Elucidate value chain activities.
14. Describe the importance of renewal strategy alternatives.
15. Explain the process of strategy formulation.
16. Describe the sources of cost dynamics.
17. Describe the limitations of experience curve.
18. Distinguish between strategy implementation and strategy formulation.

Part C

III. Answer any Two questions. Each question carries 5 weight **(2x5=10)**

19. Elaborate the models of strategic planning.
20. Describe the process of scenario planning. Discuss the advantages and limitations of scenario planning.
21. Explain functional level strategies, need and importance and also the types of functional strategies.
22. Explain the various models and tools of controlling strategies.

