

M.Com(A&F) DEGREE EXAMINATION, APRIL 2020
II Year IV Semester
Strategic Management

Time : 3 Hours

Max.marks :75

Section A ($10 \times 2 = 20$) Marks

Answer any **TEN** questions

1. What do you mean by goals of a business?
2. What is Communication network?
3. Define Strategy
4. Define Policy
5. What is dynamic environment?
6. What do you mean by Operationalising?
7. What is Delphi method?
8. Write a note on Corporate culture
9. Write short note on forward linkage.
10. Write the five steps of Strategic Decision-making.
11. What is Benchmarking?
12. What is Horizontal integration?

Section B ($5 \times 5 = 25$) Marks

Answer any **FIVE** questions

13. Differentiate between Vision and Mission.
14. Differentiate between Strategy and Tactics.
15. How do you evaluate company resources? Explain in brief.
16. Discuss the various strategies of Diversified companies.
17. State the importance of leadership in strategic management.
18. Define MBO. State its merits.
19. What are the factors that affect Environmental Appraisal?

Section C ($2 \times 15 = 30$) Marks

Answer any **TWO** questions

20. Discuss about the guidelines for objective setting.
21. Clearly explain the ranking resource strategies through the organizational capabilities.
22. Discuss in detail the various types of approach to environmental scanning.
23. Elucidate the various strategies for competing in global markets.

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