

M.Com. (A&F) DEGREE EXAMINATION, EVEN SEMESTER 2021
II Year IV Semester
Strategic Management

Max.marks :25

Answer any **FIVE** questions ($5 \times 5 = 25$) Marks

1. Explain the framework of strategic decision making process.
2. Justify the concept that the success of a company relies on its strategic direction that relates with the vision.
3. Explain the importance of SWOT analysis in industry competition analysis.
4. Describe the tangible and intangible resources needed for raising the organisational capabilities.
5. Illustrate the various strategies of MNCs being followed in contemporary global market.
6. Examine the important values to be demonstrated by a leader in an organisation and also point out which are the qualities of a leader has to be diminished to attain success of the teamwork in an organisation.
7. Explain the employees perception of ethical workplace in an organisation.