

**PGIIS 1101 A-16**  
**M.Com. IInd Semester (CBCS) Degree Examination**  
**Commerce**  
**(Strategic Management)**  
**Paper : HC - 2.1**  
**(New)**

Time : 3 Hours

Maximum Marks : 80

**Instructions to Candidates:**

Attempt all Sections.

**Section - A**

1. Answer all sub - questions. Each sub - question carries 2 marks. (10×2=20)
- a) Define strategic management.
  - b) Define “strategic intent”.
  - c) State Porter’s Five Forces Model.
  - d) How are strategies classified?
  - e) State any four objectives of merger.
  - f) What are generic strategies?
  - g) How does strategy affect structure?
  - h) What are the objectives of downsizing?
  - i) Why are strategies evaluated?
  - j) What is premises control?

Answer any **Three** questions. Each question carries **5** marks.

**(3×5=15)**

2. Explain the advantages and limitations of strategic management.
3. What is environmental analysis? Why should it be conducted?
4. Explain the factors that influence the choice of an appropriate strategy.
5. Explain the importance of organizational structure in strategy implementation.
6. Explain the problems involved in evaluation of strategies.

**Section - C**

Answer any **Three** questions. Each question carries **15** marks.

**(3×15=45)**

7. What is strategic business unit? Bring out the relevance of different functional level strategies with suitable examples.
8. Discuss the alternative diversification strategies available to a firm.
9. What do you mean by marketing strategy? Explain how marketing strategies change during the product's life cycle.
10. Why strategies are to be evaluated? Discuss the problems involved in evaluation of strategies.
11. Discuss the specific problems encountered by MNCs while formulating and implementing the strategies.