



K25P 1926

Reg. No. :

Name :



**II Semester M.Com. Degree (CBCSS – OBE – Reg./Supple./Imp.)
Examination, April 2025
(2023 and 2024 Admissions)
CMCOM02C09 : STRATEGIC MANAGEMENT**

Time : 3 Hours

Max. Marks : 60

SECTION – A

Answer **any five** questions in this Section. **Each** question carries **3** marks.

1. Define Strategic Management. Explain its importance in an organization.
2. Discuss briefly the term TOWS Analysis.
3. Examine the term "ETOP" appraisal techniques in Business.
4. Discuss the term Strategic Evaluation and Control.
5. Distinguish between Vision and Mission in Strategic Management.
6. Explain the global issues in Strategic Management. **(5×3=15)**

SECTION – B

Answer **any three** questions in this Section. **Each** question carries **5** marks.

7. What is Blue Ocean Strategy and how does it differ from the Red Ocean Strategy ?
8. Explain PESTEL analysis and its impact on strategic planning.
9. Explain the concept of Strategic Intent and its components.

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10. Discuss Porter's Five Forces Model and its relevance in Strategic analysis.
11. Define Corporate Social Responsibility (CSR) and its role in Strategic Management. (3×5=15)

SECTION – C

Answer **any three** questions in this Section. **Each** question carries **10** marks.

12. Discuss the key components or elements of a successful strategy implementation process.
13. Describe 7S framework of Mckinsey and its importance for an organization.
14. Elaborate the significance of Corporate Governance in Strategic Management.
15. Explain the different techniques involved in Strategic Control Process.
16. Explain the relationship between the following concepts with example.
 - a) Life Cycle Analysis
 - b) Industry Analysis
 - c) Experience Curve Analysis
 - d) Strategic Group Analysis.(3×10=30)
