

D 140622

(Pages : 2)

Name.....

Reg. No.....

**SECOND SEMESTER M.Com. DEGREE (REGULAR/SUPPLEMENTARY)
EXAMINATION, APRIL 2026**

(CBCSS)

Master of Commerce

MCM 2C0 7—ADVANCED STRATEGIC MANAGEMENT

(2019 Admission onwards)

Time : Three Hours

Maximum : 30 Weightage

*Answers should be written in English only.***Part A***Answer any **four** questions.**Each question carries 2 weightage.*

1. Define strategic management.
2. What do you mean by Value Chain Analysis ?
3. Describe Business Process Reengineering.
4. Write the significance of vision and mission statement.
5. What is turnaround strategy ?
6. What is strategic leadership ?
7. What is conglomerate diversification?

(4 × 2 = 8 weightage)

Part B*Answer any **four** questions.**Each question carries 3 weightage.*

8. Discuss the strategic management process.
9. What is strategic evaluation ? Describe the elements of strategic evaluation.

Turn over

10. What is ETOP? Discuss the steps involved in the preparation of ETOP.
11. Discuss about BCG Matrix.
12. What is TQM ? What are the elements of implementing TQM ?
13. Write the advantages of SBUs.
14. What are Strategic Alliances ? Describe its types.

(4 × 3 = 12 weightage)

Part C

*Answer any **two** questions.*

Each question carries 5 weightage.

15. What is corporate level strategy ? Describe the various types of corporate level strategy.
16. Elucidate the meaning and significance of environmental scanning.
17. Explain the different forms of corporate restructuring.
18. “Liberalisation has greatly impacted the portfolio strategy of Indian companies”. In the light of this statement discuss the factors influencing portfolio strategy in Indian scenario.

(2 × 5 = 10 weightage)