

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.**  
**(For candidates admitted during the academic year 2015-16 and thereafter)**

**SUBJECT CODE: 15CM/PC/GS34**

**M.Com. DEGREE EXAMINATION NOVEMBER 2019**  
**COMMERCE**  
**THIRD SEMESTER**

**COURSE : CORE**  
**PAPER : GLOBAL STRATEGIC MANAGEMENT**  
**TIME : 3 HOURS** **MAX. MARKS: 100**

**SECTION – A**

**ANSWER ANY SIX QUESTIONS: (6x10=60)**

1. What is Strategic Management? Discuss in detail the basic models of Strategic Management.
2. What are the Levels of Strategy? Discuss the manner in which Strategic Intent, Vision, Mission and Objectives play an important role in Strategic Management.
3. What is 'Industry Environment'? Explain Porters Five Forces Competitive Model.
4. Elucidate SWOT analysis with an example of an organization.
5. Discuss in detail BCG Growth Share Matrix.
6. What is Corporate level strategy? Briefly explain different corporate strategies.
7. What are the major challenges to Strategy Implementation in an organization?
8. What is Benchmarking? What is the purpose and advantages of Benchmarking?

**SECTION – B**

**ANSWER ANY TWO QUESTIONS: (2x20=40)**

9. What is 'External Environment'? Discuss the factors which effect the external environment of an organization.
10. What are the Primary and Support activities in Value Chain Analysis? Explain in detail.
11. How does Concentric and Horizontal Diversification Strategy effect the Organization's growth? Discuss in detail.
12. What is the relevance of the Resource Based View of the organization to strategic management? Elaborate.

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