

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.
(For candidates admitted during the academic year 2008 – 2009 & thereafter)

SUBJECT CODE : CM/MC/ST64

B.Com. DEGREE EXAMINATION APRIL 2012
COMMERCE
SIXTH SEMESTER

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

SECTION – A

ANSWER ALL QUESTIONS: (10 x 3 = 30)

1. What is Strategic Management?
2. State the need for strategic management.
3. What is 'Corporate Appraisal'?
4. What is a 'Balanced Scorecard'?
5. Distinguish between company vision and mission with an example.
6. Define Strategy Implementation.
7. What do you mean by 'Financial Plans and Policies'?
8. Define Strategic Evaluation?
9. What is contingency planning?
10. What is 'Benchmarking'?

SECTION – B

ANSWER ANY FIVE QUESTIONS: (5 x 6 = 30)

11. What are different approaches in the process of strategic decision-making?
12. Explain the role of strategic management in business.
13. Explain the factors affecting long -term and short-term sources in financial planning and policies.
14. Explain in detail Industry Lift cycle Analysis.
15. Describe the different types of strategic controls.
16. Explain SWOT Analysis with a suitable Illustration.
17. What are the different types of operational control?

SECTION – C

ANSWER ANY TWO QUESTIONS: (2 x 20 = 40)

18. Explain the process of strategic management.
19. Describe the methods and techniques used for corporate appraisal.
20. Explain the meaning and need for Corporate Governance. Discuss the role of the Board of Directors and top management with regard to Corporate Governance.
21. Explain in detail the Micheal Porter's Five Forces Model.
