

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 2013
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. Define the concept of Strategic Management.
2. What is meant by Corporate Mission?
3. Write short notes on functional strategy.
4. Explain vertical merger.
5. What is outsourcing?
6. What is the purpose of environmental scanning?
7. What do you mean by value chain analysis?
8. What is strategy control?
9. Write a note on Bench Marking.
10. Explain Matrix Structure.

SECTION – B

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

11. Explain the advantages of strategic management?
12. What are objectives? Explain its features.
13. Describe the different types of Strategic Controls.
14. State the components of a Marketing Strategy?
15. What are the various macro environmental factors? Explain.
16. Explain the advantages and limitations of multi divisional structure.
17. What is strategy evaluation? Explain its importance and criteria.

SECTION – C

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

18. Enumerate strategy formulation at the Business Level with their classification.
19. Enumerate the role of Corporate Governance.
20. What are the five forces which affect industry structure according to Porter? Discuss in detail.
21. Discuss SWOT analysis in detail.
