

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.
(For candidates admitted during the academic year 2004-05)

SUBJECT CODE : **CM/SC/ST64**

B.Com. DEGREE EXAMINATION APRIL 2007
COMMERCE
SIXTH SEMESTER

COURSE : **SPECIALIZATION – CORE**
PAPER : **STRATEGIC MANAGEMENT**
TIME : **3 HOURS**

MAX. MARKS : 100

SECTION - A

ANSWER ALL QUESTIONS:

(10 x 3 = 30)

1. State the difference between long range and short range plans.
2. What is a tactical plan?
3. Write a short note on EVA & MVA.
4. What is a functional strategy? Give an example.
5. Is bench marking essential?
6. State the external environmental variables.
7. How does a value chain help in analyzing the structure?
8. Write a vision statement for a service institution.
9. Identify the benefits of strategic management.
10. What do you understand by group map?

SECTION - B

ANSWER ANY FIVE QUESTIONS:

(5 x 6 = 30)

11. Explain how a manager could execute a strategy more proficiently.
12. What is a business policy? Explain short and long range policies.
13. Explain the five forces of competition?
14. What are the benefits of SWOT analysis?
15. Explain the role of corporate governance.

16. Discuss the utility value of BCG Matrix.
17. What are the methods of scanning functional resources?

SECTION - C

ANSWER ANY TWO QUESTIONS:

(2 x 20 = 40)

18. Discuss the primary measures of evaluating corporate performance.
19. Explain Porter's approach to Industry Analysis.
20. What criteria are used for strategy formulation?
21. Explain the basic model of strategic management.

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