

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

SUBJECT CODE : CM/SC/ST64

B.Com. DEGREE EXAMINATION APRIL 2008
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. Define strategic management.
2. What is a single use plan?
3. Write a short note on EVA.
4. What is a functional strategy? Give an example.
5. Is bench marking essential?
6. Write a vision statement for a business organization.
7. How does a value chain help in analysis?
8. What is a merger?
9. Identify the benefits of strategic management.
10. What is group map?

SECTION - B

ANSWER ANY FIVE QUESTIONS:

(5 x 6 = 30)

11. Explain the basic model of strategic management.
12. What are the criteria used for strategy formulation?
13. Explain the five forces of competition.
14. What are the benefits of SWOT analysis?
15. Explain the role of corporate governance.
16. How a manager would implement strategies?
17. Explain the method of scanning functional resources.

SECTION - C

ANSWER ANY TWO QUESTIONS:

(2 x 20 = 40)

18. What is a business policy? Explain short and long range policies.
19. Discuss the role of BCG Matrix.
20. Explain the primary measures of evaluating corporate performance.
21. Discuss Porters approach to strategic management.

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