

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

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

**M.Com. DEGREE EXAMINATION NOVEMBER 2016**  
**COMMERCE**  
**THIRD SEMESTER**

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

**SECTION – A**

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

1. Define strategic management and describe the different levels of strategy.
2. Explain the structural and functional strategic implementation issues.
3. Discuss the main components of industry environment.
4. According to porter what determines the level of competitive intensity in an industry.
5. What is SWOT analysis? How does it help in strategic decision making?
6. What is value-chain analysis?
7. Explain the corporate level retrenchment and combination strategies.
8. What is Benchmarking? What are its types?

**SECTION – B**

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

9. Explain strategic intent, vision and mission. Write the characteristics of a mission.
10. Explain the factors affecting external environment.
11. BCG growth share matrix approach facilitates corporate strategic analysis-Explain in detail.
12. What are the types of strategic control system? Explain.

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