

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

SUBJECT CODE: 15CM/PC/GS34

M.Com. DEGREE EXAMINATION NOVEMBER 2017
COMMERCE
THIRD SEMESTER

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

SECTION – A

ANSWER ANY SIX QUESTIONS: (6x10=60)

- 1) Describe the scope of Strategic Management.
- 2) Bring out the economic and technological factors affecting external environment.
- 3) Discuss SWOT Analysis.
- 4) What is retrenchment strategy? Describe the symptoms an organization usually face as it moves towards a retrenchment strategy with an example
- 5) Explain the functional and matrix organization structures in relation to strategic implementation
- 6) Explain the various levels of strategic management.
- 7) What are integration strategy?
- 8) Evaluate the relationship between strategy formulation and strategy implementation.

SECTION – B

ANSWER ANY TWO QUESTIONS: (2x20=40)

- 9) 'Organizational structures are the key to operational efficiency in a business'. How would you evaluate the different structures and their relations to the strategic decision?
- 10) Explain Porters Five forces competition model.
- 11) What are the steps involved in the value chain creation process?
- 12) As a strategic consultant how would you facilitate the portfolio decisions of the company using the BCG model with an example.
