

**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 2018**  
**COMMERCE**  
**THIRD SEMESTER**

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

**SECTION – A**

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

1. Write a note on the scope of Strategic Management.
2. What are the factors affecting the external environment? Explain.
3. Elaborate on SWOT analysis.
4. Discuss the different levels of strategy in a corporate setup.
5. Identify the primary measures to evaluate corporate performance.
6. What are Vision, Mission statements and Goals and Objectives? Describe.
7. Explain the types of strategic control system.
8. Elucidate the Diversification Strategies that are commonly used.

**SECTION – B**

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

9. Describe the Basic model of Strategic Management.
10. Discuss the Porters Five Forces Competitive Model.
11. Critically examine the working of BCG Matrix.
12. Elaborate on the Strategic Implementation issues.

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