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31/07/2017

Name.....

Reg. No.....

**SECOND SEMESTER M.Com. DEGREE EXAMINATION, JUNE 2017**

(CUCSS—PG)

MC 2C 10—STRATEGIC MANAGEMENT AND CORPORATE GOVERNANCE

(2015 Admissions)

Time : Three Hours

Maximum : 36 Weightage

**Part A**

*Answer all questions.*

*Each question carries 1 weightage.*

1. Explain Mission.
2. Write short note on Internal Environment.
3. What is Value Chain ?
4. Explain the Management process.
5. Write short on Diversification.
6. What do you mean by Business Strategy ?

(6 × 1 = 6 weightage)

**Part B**

*Answer six questions.*

*Each question carries 3 weightage*

7. Describe the Strategy role of objectives.
8. Discuss about the steps in Strategic Management Process.
9. Components of External Environment.
10. Explain the Environment Scanning.
11. Why the choice of strategy often influenced by post strategy ?
12. Describe the BCG Portfolio matrix.
13. Explain the business level of strategic analysis.
14. What aspect of strategy formulation of terminology do you think requires the most of time ?

(6 × 3 = 18 weightage)

**Part C**

*Answer two questions.*

*Each question carries 6 weightage.*

15. Describe the various types of Environments.
16. Explain the elements of strategic management.
17. Develop a case of organization were good corporate governance has resulted in the increase in performance of the organization.

(2 × 6 = 12 weightage)