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(Pages : 2)

Name.....

Reg. No.....

SECOND SEMESTER M.Com. DEGREE EXAMINATION, JUNE 2019

(CUCSS)

MC 2C 10—STRATEGIC MANAGEMENT AND CORPORATE GOVERNANCE

(2015 Admissions)

Time : Three Hours

Maximum : 36 Weightage

Part A (Very Short Answer Questions)

Answer all questions.

Each question carries 1 weightage.

1. Write a meaning of competitive Advantage.
2. What is meant by SBUs ?
3. Define the term strategic Management ? 7
4. What is meant by strategic Alliance ?
5. What is Business ethics ?
6. Write a meaning of CSR.

(6 × 1 = 6 weightage)

Part B

Answer any six questions.

Each question carries 3 weightage.

7. What are the dimensions of Strategy ?
8. Discuss the purpose of Strategic control.
9. Differentiate Internal and external Environment and its entities.
10. Mention the five forces in Michael E-porter Model.
11. Discuss the Importance of Swot Analysis.
12. What are the types of Strategic Implementation ?
13. Why is Business ethics Important ?
14. State the nature of Corporate Governance.

(6 × 3 = 18 weightage)

Turn over

Part C

Answer any two questions.

Each question carries 6 weightage.

15. Why is Strategic Planning necessary ? Discuss the various stages of Strategic formulation.
16. Describe the determinants of national competitive advantage (porter model).
17. *Case Study :*

Under facebook's new privacy policy announced in January 2015, only focused content was to be allowed into the news feed section of the facebook account of its users. This change in policy was a result of a survey conducted by facebook and was aimed at satisfying its users. However, market analysts felt that this move would stifle many business, especially small enterprises that promoted their businesses at minimal cost on the facebook platform. With the change, these businesses would have to pay and advertise to reach facebook's large user base. The case study covers the Revenue model of facebook and the Impact of its new policy on businesses. It facilitates a debate on the reason for the new policy. The Importance of social media marketing and the emphasis on focused promotion by the marketers is also brought out through the case.

Questions :

1. Justify the Importance of user satisfaction and user base for facebook.
2. Understand social media marketing.
3. Dissect facebook's Business model and the role of advertising and promotion in its Business model.

(2 × 6 = 12 weightage)