

C 5522

(Pages : 2 + 4 = 6)

Name.....

Reg. No.....

**M.Com. (PREVIOUS) DEGREE [IMPROVEMENT/SUPPLEMENTARY]
EXAMINATION, APRIL/MAY 2021**

M.Com.

MC210—STRATEGIC MANAGEMENT AND CORPORATE GOVERNANCE

(2015 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part A*Answer all questions.**Each question carries 2 marks.*

1. Explain the nature of strategy.
2. What do you mean by vision ?
3. What is environment analysis ?
4. What do you mean by BCG model of portfolio analysis ?
5. What are the disadvantages of business ethics ?

(5 × 2 = 10 marks)

Part B*Answer any four questions.**Each question carries 10 marks.*

6. Explain the stages of strategic management process.
7. Explain the features of business objectives.
8. What are the different types of intensive strategies adopted by a firm ?
9. Explain the different approaches to strategy implementation.
10. What are the features of corporate governance ?
11. What are the responsibilities of a business towards its environment ?

(4 × 10 = 40 marks)

Turn over

Part C

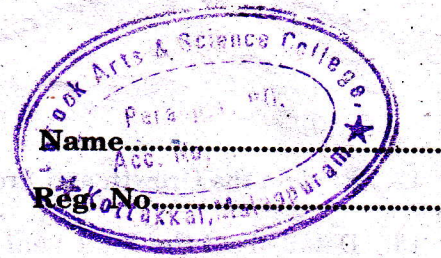
*Answer any **two** questions.
Each question carries 15 marks.*

12. What do you mean by porter's generic strategies ?
13. What are the components of business environment ?
14. What do you mean by corporate governance ? What are the principles of corporate governance ?

(2 × 15 = 30 marks)

C 4801

(Pages : 2)



SECOND SEMESTER M.Com. DEGREE EXAMINATION, JUNE 2016

(CUCSS)

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. What is Strategy Management ?
2. What is model of strategic management ?
3. What is mean by Strategy Control ?
4. What is SWOT ?
5. What is corporate governance ?
6. What is Business Ethics ?

(6 × 1 = 6 weightage)

Part B

Answer all questions.

Each question carries 3 weightage

7. Explain the model of Strategy Planning Process.
8. Explain the Disadvantage strategy.
9. Write short note on Role of Macro Environment.
10. Discuss about the Stakeholders and corporate Performance Factors.
11. Explain the Life Cycle Maturity.

Turn over

12. Explain the Growth and Profitability.
13. Detail about the Joint Venture.
14. Explain the Ethical issue on Strategy.

(6 × 3 = 18 weightage)

Part C

Answer all questions.

Each question carries 6 weightage.

15. Discuss about the levels of strategic Management.
16. Explain the SWOT analysis Model.
17. Explain the Strategy control Systems

(2 × 6 = 12 weightage)

C 24225

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)

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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.

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2. Write short note on Internal Environment.
3. What is Value Chain ?
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6. What do you mean by Business Strategy ?

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Answer six questions.

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(Pages : 2)

Name.....

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SECOND SEMESTER M.Com. DEGREE EXAMINATION, JUNE 2018

(CUCSS-PG)

Commerce

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. Define the term Strategy.
2. What is meant by Environmental Scanning ?
3. Write a meaning of BCG matrix.
4. What is meant by strategic control ?
5. Define the term 'Ethics'.
6. What do you understand by corporate governance ?

(6 × 1 = 6 weightage)

Part B

Answer any six questions.

Each question carries 3 weightage.

7. Why do organizations need strategies ?
8. How do you implement strategic control ?
9. How do you evaluate the strategic alternatives using the BCG criteria ?
10. What are Joint Ventures ? Explain the circumstances under which the Joint Ventures are appropriate.
11. Discuss the actions you take to implement strategic control successfully.
12. What is SWOT analysis ? How do you use SWOT analysis in crafting strategies ?
13. State the importance of Business Ethics.
14. What are the essential elements of corporate governance ?

(6 × 3 = 18 weightage)

Turn over

Part C

Answer any two questions.

Each question carries 6 weightage.

15. Discuss the framework for evaluating strategic alternatives.
16. Elaborate the functions and importance of corporate strategy.
17. Case Study :

You are a group of managers and software engineers at a small start-up. You have developed a revolutionary new operating system for personal computers that offers distinct advantages over microsoft is windows operating system : it takes up less memory space on the hard drive of a personal computer, it takes full advantage of the power of the personal computer's microprocessor and it theory can run software applications much faster than windows ; it is much easier to install and use than windows ; and it responds to voice instructions with an accuracy of 99.9 % in addition to input from a keyboard (or) mouse. The operating system is the only product offering that your company has produced. Complete the following exercises :

- (a) Analyse the competitive structure of the market for personal computer operating systems on the basis of this analysis, identify what factors might inhibit adoption of your operating system by customers.
- (b) Can you think of a strategy that your company might pursue, either alone or in conjunction with other enterprises, to "beat Microsoft" ? What will it take to execute that strategy successfully ?

(2 × 6 = 12 weightage)