**** **Register Number:**

**DATE**

**ST. JOSEPH’S COLLEGE (AUTONOMOUS), BANGALORE-27**

**M.COM - IV SEMESTER**

**END SEMESTER EXAMINATION: APRIL 2022**

(Examination conducted in July-August 2022)

**MCO 0218 - Strategic Management**

**Time- 2 ½ hr Max Marks-70**

**This paper contains two printed pages and four parts**

**Section A**

**I. Answer any ten of the following. 2x10=20**

1. Give the meaning of strategic management.

2. What is a Balanced scorecard?

3. List out any four issues faced by small scale industries.

4. Give the meaning of Benchmarking.

5. What do you mean by environmental scanning?

6. What is Zero based budgetary?

7. Give the meaning of retrenchment strategy.

8. List out any two strategic issues for non-profit organization.

9. Differentiate between Vision and mission.

10. What is blue ocean strategy?

11. Give the meaning of Horizontal mergers.

12. What is cost leadership?

**Section B**

**II. Answer any three of the following: 5x3=15**

13. Briefly discuss the PESTEL analysis.

14. Explain the BCG matrix with diagram.

15. Discuss the Porter’s five force model with suitable example.

16. “Innovation is important in current strategic decisions” Discuss.

17. Write a short note on synergy in strategic management.

**Section C**

**III. Answer any two of the following: 10x2=20**

18. a) Highlight the use of balance scorecard as a tool to communicate corporate strategy.

b) Briefly explain the importance of goals and strategies in guiding an organization.

19. Explain the various techniques in environmental scanning.

20. Enumerate the Mc Kinsey’s 7s framework in detail.

**Section D**

**IV. Answer the following (Compulsory Question) 15x1=15**

21. a) Brief out the steps involved in strategic management process. (5m)

b) Discuss the corporate level strategies. (10m)