



K26P 1245

Reg. No. :

Name :

Second Semester M.Com. Degree (C.B.C.S.S. – O.B.E. – Reg./Supple./Imp.)
Examination, April 2026
(2023 Admissions Onwards)

CMCOM02C09 : STRATEGIC MANAGEMENT

Time : 3 Hours

Max. Marks : 60

SECTION – A

Answer **any five** questions in this Section. **Each** question carries 3 marks. (5×3=15)

1. Define Strategic Management.
2. What do you mean by Policy ?
3. What is Corporate Strategy ?
4. Define Blue Ocean Strategy.
5. Write a note on SBU.
6. What are the different types of Status quo Strategy ?

SECTION – B

Answer **any three** questions in this Section. **Each** question carries 5 marks. (3×5=15)

7. What are the leadership issues ? Narrate the qualities of a global leader.
8. Distinguish between Nine cell Matrix analysis and Product Evaluation Matrix.
9. Discuss the factors of Strategic Evaluation.
10. What are the characteristics of Strategy ?
11. What are the approaches to strategic formulation ?

P.T.O.



SECTION – C

Answer **any three** questions in this Section. **Each** question carries **10** marks. **(3×10=30)**

12. Explain the process of Strategic Management.
13. What are objectives ? What are the essential features of objectives ? How do you differentiate between goal and objectives ?
14. What is Organisational Analysis ? Explain the steps and tools used for Organisational Analysis.
15. Discuss the steps and approaches in strategic implementation.
16. How market segmentation effectively function in strategic management ? Explain with examples.

