

QP CODE

C2134

Enrollment Number:

Name:

M.COM DEGREE EXAMINATIONS, AUGUST 2025
Second Semester
M.Com
M21CM08DC –Business Policy and Strategic Management
(2024 July admissions)

Time: 3 Hours

Max Marks: 70

Section A

Answer any five of the following questions in two or three sentences each. Each question carries 2 marks.

1. Define Business Policy.
2. What is Strategic Intent?
3. Mention any four macro environmental factors.
4. State the different components of SWOT analysis.
5. Define Strategic Fit.
6. List any two advantages of Blue Ocean Strategy.
7. Mention any two types of corporate level strategies.
8. Define Strategic Alliance.

(2X5=10)

Section B

Answer any six of the following questions in a paragraph each. Each question carries 5 marks.

9. Differentiate between Business Policy and Strategic Management.
10. List out the tasks involved in the Strategic Management Process.
11. Discuss the significance of Vision and Mission in strategy formulation.
12. Explain BCG Matrix with an example.
13. Describe Michael Porter's Industry Analysis framework.
14. Briefly explain TOWS Matrix General Strategic Options.
15. Discuss the components of ETOP Profile.

16. What are the key criteria of Strategy Evaluation?
17. Write a short note on Pre and post phases of strategy implementation.
18. Explain the features of business policy.

(5X6=30)

Section C

Answer any two of the following questions in four pages each. Each question carries 15 marks.

19. Elaborate the various types of strategies at various levels in a business enterprise.
Discuss with examples.
20. Explain in detail the Strategic Implementation process and challenges faced during the implementation phase.
21. Describe the growth strategies and narrate its comparative advantages, disadvantages.
Also explain the different types of growth strategies.
22. Discuss the importance of strategic planning along with its characteristics. Briefly explain the different steps in strategic planning.

(15X2=30)