

**QP CODE**

**Enrollment Number: .....**

**A3040**

**Name: .....**

**M.COM DEGREE EXAMINATIONS, DECEMBER 2024**

**Second Semester**

**M.Com**

**M21CM08DC –Business Policy and Strategic Management**

**(2023 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 positioning strategy?
3. What are organizational resources?
4. What is competitive advantage?
5. What do you mean by market penetration Strategy?
6. What is turnaround strategy?
7. What do you mean by strategic implementation?
8. What is the concept of blue ocean strategy?

**(2X5=10)**

**Section B**

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

9. What is vision? List any four features of a good vision.
10. Briefly explain the steps in the strategic planning process.
11. How socio-cultural environment affects the business?
12. What do you mean by business capabilities? Explain common types of business capabilities.
13. Explain with example the concept of 'core competence'.
14. Explain about the different types of retrenchment strategies.
15. Write a brief note on functional level strategies.

16. Explain the Mc Kinsey Seven S Model.
17. What do you mean by business process reengineering? What are the advantages of it?
18. What are the features of a red ocean strategy?

**(5X6=30)**

### **Section C**

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

19. Explain about 'Porter's five forces analysis'.
20. Write short note on:
  - a) Cost Leadership Strategy.
  - b) Differentiation Strategy.
  - c) Focus Strategy.
21. What is BCG Matrix? Explain its components.
22. What is strategic control? Explain the types of strategic control.

**(15X2=30)**