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CIS 404

First Semester M.Com. (IBM) Degree Examination, December 2018
(Choice Based Credit System)
COMMERCE
Strategic Management

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer **any four** questions. **Each** question carries **10** marks. Answer to **each** question should **not** exceed **4** pages. **(4×10=40)**

- 1 . Discuss Corporate Social Responsibility with real world example.
2. Explain the competitive environment and its impact.
3. Examine the first mover advantages and limitations.
4. Explain the strategies for Internet Economy.
5. Write a brief note on 'Strategic Control and Environment Factors'.
6. Explain the various types of strategic alliance.
7. Discuss the corporate philosophy for Strategy Formulaion.

SECTION – B

Answer **any two** of the following questions. **Each** question carries **15** marks. Answer to **each** question should **not** exceed **7** pages. **(2×15=30)**

8. Define Strategic Management. Discuss the important steps involved in strategic management process.
9. Explain new business models and strategies for internet economy.
10. Write a brief note on :
 - a) Managing Strategic Change.
 - b) Impact of business ethics on strategy.
 - c) Institutionalizing the strategy.