

(Pages : 2)

J – 4165

Reg. No. :

Name :

Second Semester M.Com. Degree Examination, May 2020

Paper II : CO 222 : STRATEGIC MANAGEMENT

(2018 Admission onwards)

Time : 3 Hours


Max. Marks : 75

SECTION A

Answer **all** questions. Each question carries **2** marks.

1. How to set the objectives and goals in an organization?
2. Define "Strategic Management".
3. What is Competitive Analysis?
4. Explain ETOP.
5. What do you mean by integration?
6. Give the meaning of Grand strategies.
7. What is Formulation of strategies?
8. Write short notes on Production.
9. What is control of strategies?
10. Define "Strategic audit".

(10 × 2 = 20 Marks)

P.T.O.


SECTION B

Answer any **five** questions. Each question carries **5** marks.

11. Explain the challenges of Strategic Management.
12. Discuss in brief the PESTEL analysis.
13. Explain about sub-classification of strategies.
14. What do you understand by GAP analysis? Discuss.
15. Distinguish between Grand strategies and Generic Strategies.
16. Explain new business models and strategies for internet economy.
17. Enumerate the functional aspects of implementation.
18. Define Strategic audit. Explain the advantages and disadvantages.

(5 × 5 = 25 Marks)

SECTION C

Answer any **two** questions. Each question carries **15** marks.

19. Explain the term 'mission' and its role in developing the organization.
20. Discuss the different types of strategic alternatives and its choices.
21. Evaluate the impact of different types of environment.
22. State and explain Mc Kinsey's 7's framework with examples.

(2 × 15 = 30 Marks)



(Pages : 2)

J – 4274

Reg. No. :

Name :

Second Semester M.Com. Degree Examination, May 2020

Paper I : CO 221 : E-BUSINESS AND CYBER LAWS

(2014 Admission to 2017 Admission)

Time : 3 Hours

Max. Marks : 75

SECTION A

Answer all questions in 2 or 3 sentences. Each question carries 2 marks.

1. What is CRM?
2. What is EPOS system?
3. What do you mean by E-marketing?
4. What do you mean by cyber space?
5. What is E-governance?
6. What do you mean by Evidence Act?
7. What is Cyber stalking?
8. What is supply chain management?
9. What is ERP?
10. Differentiate between E-business and E-commerce.

(10 × 2 = 20 Marks)

P.T.O.



SECTION B

Answer **any five** questions. Each question carries **5** marks.

- 11 What are the different models of E-retailing?
- 12 What is ERP? Explain its importance
- 13 Explain the need for selling chain management.
- 14 Explain the various crimes involved in cyber world.
- 15 What are the issues relating to investigation?
- 16 Write a short note on "cyber forensics".
- 17 Differentiate between E-business and E-commerce.
- 18 Explain the various forces influencing ERP

(5 × 5 = 25 Marks)

SECTION C

Answer **any two** questions. Each question carries **15** marks.

19. Define E-retailing. Explain its models.
- 20 What is customer relationship management? Explain its trends and design.
- 21 Explain the relevant provisions under IT Act 2000.
- 22 What is EPOS system? Explain the functions of EPOS system.

(2 × 15 = 30 Marks)



(Pages : 2)

J – 4167

Reg. No. :

Name :

Second Semester M.Com. Degree Examination, May 2020

Paper IV : CO 224 : INTERNATIONAL BUSINESS

(2018 Admission onwards)

Time : 3 Hours

Max. Marks : 75

SECTION A

Answer **all** questions. Each question carries **2** marks.

1. Define International business.
2. List any two advantages of International business environment
3. What do you mean by Theory of Mercantilism?
4. Give the meaning of 'Transaction Cost Approach'.
5. What is Legal framework of International Business?
6. Explain nature of International Business.
7. What is WTO?
8. Define "Customs Union".
9. What do you mean by Intra Firm Trade?
10. State the major objectives of MNCs.

(10 × 2 = 20 Marks)

P.T.O.



SECTION B

Answer any **five** questions. Each question carries **5** marks.

11. Explain the framework for analyzing international business environment.
12. What are the mechanisms for controlling International Business?
13. Discuss in details the Heckscher Ohlin Theory.
14. Describe the payment terms of International Business.
15. Explain in details of Economic Integration.
16. What are the Regulatory roles played by UNCTAD?
17. Explain the Employment and labour relations.
18. Distinguish between International Business and Domestic Business.

(5 × 5 = 25 Marks)

SECTION C

Answer any **two** questions. Each question carries **15** marks.

19. Discuss the methods of entry into Foreign Markets.
20. Explain the theory of comparative advantage and absolute advantage.
21. Explain the impact of World Bank and its affiliates.
22. Discuss the motives of MNC operations in Developing Countries.

(2 × 15 = 30 Marks)

