

Vidya Vikas Mandal's
Shree Damodar College of Commerce & Economics, Margao-Goa
TY B.Com, Semester-VI, Semester End Examination, CBCS Repeat, November 2022
Strategic Management UCOD123

Duration: 2 hours

Max Marks: 80

- Instructions: 1) Figures to the right indicate maximum marks
2) Start each question on fresh page
3) All Questions are compulsory
4) Answer to question Q1 & Q2 should be approximately 100 words each
5) Answer to question Q3 & Q6 should be approximately 400 words each

Q1. Write short notes on: - (Any Four)

(4*4= 16 marks)

- a. Mission statement
- b. Strategic Management
- c. Importance of objectives
- d. Corporate level strategy
- e. GE Nine cell Matrix

Q2. Answer the following questions: - (Any Four)

(4*4= 16 marks)

- a. Differentiate between Strategic and Operations Management.
- b. Highlight the features of objectives.
- c. Briefly discuss the approaches in strategy implementation.
- d. Describe the Kenichi Ohmae's four route for strategic advantage.
- e. Describe the Mc Kinsey's 7 S framework.

Q3.a. Explain the advantages of strategic Management.

(12)

OR

Q3.x. Summarize the process of Strategic Management.

(12)

Q4.a. What is a Vision Statement? Explain its elements.

(12)

OR

Q4.x. Briefly analyse the Environment factors to be considered for strategic Management. (12)

Q5.a. Explain the Boston Consulting group (BCG) matrix.

(12)

OR

Q5.x. Explain SWOC analysis as the model of strategic analysis.

(12)

Q6.a. Analyse the Porter's Five competitive forces model to make strategic decisions.

(12)

OR

Q6.x. Describe the Value chain model of strategic analysis.

(12)