

Vidya Vikas Mandal's
Shree Damodar College of Commerce & Economics, Margao-Goa
TY B.Com, Semester-VI (OC-66), Semester End Examination, June 2022
Business Management (DSE-6)
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. Demerits of Strategic Management
- b. Objectives
- c. GE Nine cell Matrix
- d. Strategy formulation
- e. Operations Management

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

(4*4= 16 marks)

- a. Discuss the elements of Mission statement.
- b. Briefly describe the steps in Strategy Implementation
- c. Describe the Mc Kinsey's 7 S framework.
- d. Summarize strategy evaluation.
- e. Describe the features of Management by Objectives

Q3.a. What is Strategy? Discuss the elements of strategy.

(12)

OR

Q3.x. Define Strategic Management. Evaluate the different levels of strategy.

(12)

Q4.a. What is Internal Environment? Discuss the factors to be considered for Internal Environment.

(12)

OR

Q4.x. Briefly analyse the External Environment factors to be considered for strategic management.

(12)

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

(12)

OR

Q5.x. Explain the Financial and Non-financial benefits of strategic management.

(12)

Q6.a. According to Porter, the nature of competition in any industry is personified in the five forces. Analyse and Explain.

(12)

OR

Q6.x. Explain the Boston Consulting group (BCG) matrix.

(12)