

Total No. of Printed Pages:2

**T.Y.B.Com (CBCS) Ordinance (Semester VI)**  
**EXAMINATION MAY 2023**  
**Business Management - Strategic Management**

**[Time: 2 Hours]**

**[Max. Marks:80]**

- Instructions:** 1) All questions are compulsory. However **internal choice** is available.  
2) Answer sub-questions in Question 1 and Question 2 in not more than 100 Words each  
3) Answer Question 3 to 6 in not more than 400 words.  
4) Figures to the **right** indicate **maximum** marks.

**Q1 Answer any four of the following: (4x4=16)**

- i. Functional level of strategy.
- ii. Formulation stage of strategic
- iii. Mining process. Meaning of strategic management.
- iv. Characteristics of objectives.
- v. Political and Legal environment of business.
- vi. Meaning of vision.

**Q2 Answer any four of the following: (4x4=16)**

- i. Bargaining power of buyers and suppliers.
- ii. B.C.G Matrix.
- iii. Market attractiveness and Business strength in GE nine cell matrix.
- iv. Six sigma.
- v. Strategy implementation.
- vi. Balanced scorecard.

**Q3 a. Explain the advantages and limitations of strategic management. 12**

**OR**

**b. Distinguish between strategic management and operational management. 12**

UCOD123

- Q4 a. What is environmental analysis? Explain the factors in the internal environment of business. 12

OR

- b. What is mission statement? Explain the characteristics of mission statement. 12

- Q5 a. Explain the SWOC analysis. 12

OR

- b. Explain Kenichi Ohmae's four routes to strategic advantage. 12

- Q6 a. Explain the approaches in strategic implementation. 12

OR

- b. What is strategic control? Explain the techniques of strategic control. 12