



SUB – 16

B.Com. (Semester – V) Examination, April 2017
Major – 3 : BUSINESS MANAGEMENT (New Course)
Strategic Management

Duration : 2 Hours

Total Marks : 80

Instructions : 1) **All** questions are **compulsory**, **however** internal choice is **available**.

2) Answer **any four** sub-questions in Question I and II in **not** more than **100** words **each**.

3) Answer Question III to Question VI in **not** more than **400** words **each**.

4) Figures to the **right** indicate **maximum** marks.

1. Write short notes on **any four** of the following : (4×4=16)

- A) Strategy
- B) Bargaining powers of buyers
- C) Business level strategy
- D) Political environment
- E) Vision statement
- F) Objectives.

II. Write short notes on **any four** of the following : (4×4=16)

- A) Value chain analysis
- B) Strategic evaluation
- C) Steps in strategy implementation
- D) Mc Kinsey's 7-S framework
- E) Strategic control
- F) Meaning of strategic implementation.

III. A) Define Strategic Management. Explain its merits and demerits. 12

OR

B) How is strategic management different from Operational Management ? 12

P.T.O.



- IV. A) Explain the various elements of Mission statement. 12
- OR
- B) Explain the factors in the Internal Environment of Business. 12
- V. A) Explain BCG matrix as a tool of portfolio analysis. 12
- OR
- B) Explain Michael Porter's five force analysis model of competitive analysis. 12
- VI. A) Explain the concept of balanced scorecard. 12
- OR
- B) Explain the approaches of strategy implementation. 12
-