



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

Duration : 2 Hours

Total Marks : 80

- Instructions :** 1) **All questions are compulsory.**
2) **Answer sub-questions of Q. 1 and 2 in not more than 100 words each.**
3) **Answer Questions No. 3 to 6 each in not more than 400 words.**
4) **Figures to the right indicate maximum marks.**

- I. Write short notes (**any four**) : (4×4=16)
- I) Levels of strategy
 - II) Operational management
 - III) Acquisition
 - IV) Importance of environmental scanning
 - V) Socio-cultural environment
 - VI) Demographic environment.
- II. Write short notes (**any four**) : (4×4=16)
- I) Growth strategy
 - II) Turnaround strategy
 - III) Reasons for diversification
 - IV) Strategy evaluation
 - V) International environment
 - VI) Concentric diversification.
- III. A) Define strategic management. Explain the process of strategic management. **12**
- OR
- B) Explain the Michael Porter's five forces model of analysing competitive environment with the help of a diagram. **12**



- IV. A) Discuss Mckinsey's 7S framework with the help of a diagram. 12
 OR
 B) Define merger. Explain the different types of mergers with the help of examples. 12
- V. A) What is internal environment ? Explain the factors in the internal environment that influence business. 12
 OR
 B) Explain BCG matrix with the help of a diagram. 12
- VI. A) Define strategy. Explain its elements. 12
 OR
 B) Explain the various approaches to strategy implementation. 12
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