



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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