



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

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- 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
