



SK – 18

**B.Com. (Semester – V) Examination, April/May 2019**  
**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 No. 1 and 2 in **not more than 100 words each**.

3) Answer questions No. 3 to 6 in **not more than 400 words**.

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

1. Write short notes on **any four** of the following : (4×4=16)
  - a) Elements of Strategy.
  - b) Meaning of Operational Management.
  - c) Advantages of strategic Management.
  - d) Vision Statement.
  - e) Functional level Strategy.
  - f) Kenichi Ohmae's four routes to strategic advantage.
2. Answer in brief on **any four** of the following : (4×4=16)
  - a) Cash cows in BCG Matrix.
  - b) Meaning of Balanced Scorecard.
  - c) Strategic Implementation.
  - d) Strategic evaluation.
  - e) Bargaining power of Buyers and Suppliers.
  - f) Strategic Control.
3. A) Explain in detail the Fred David's Model of Strategic Management process. 12

OR

B) Define objectives. State and explain the characteristics of objectives. 12

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4. A) Explain the factors in the Micro Environment of a business. 12  
OR  
B) Explain the various Characteristics of Mission Statement. 12
5. A) Explain the SWOT analysis as a tool to formulate the business strategy. 12  
OR  
B) Explain Mc Kinsey's 7S Frame work Model. 12
6. A) Explain the various approaches to strategic implementation. 12  
OR  
B) Explain the perspectives of Balanced Scorecard. 12