



NUC – 14

B.Com. (Semester – V) Examination, October 2015
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 sub-questions in Question I and Question 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.**

I. Write short notes on **any four** of the following :

(4×4=16)

- a) Bargaining power of suppliers
- b) Strategic management
- c) Value chain analysis
- d) Macro environment
- e) Functional strategy
- f) Vision statement.

II. Write short notes on **any four** of the following :

(4×4=16)

- a) Strategic implementation
- b) Strategic evaluation
- c) Crescive approach
- d) Implementation control
- e) Balanced scorecard
- f) Communicating the strategy.

III. A) Explain advantages and limitations of Strategic Management.

12

OR

B) Define Strategy. Explain the various elements of strategy.

12

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- IV. A) Define objectives and explain the characteristics of objectives. 12
- OR
- B) Explain the concept of strategic evaluation and control. 12
- V. A) Explain the BCG matrix as a tool of portfolio analysis with an appropriate diagram. 12
- OR
- B) Explain Kenichi Ohmae's four routes to strategic advantages. 12
- VI. A) Explain the approaches of Strategic Implementation. 12
- OR
- B) What is internal environment ? Explain the factors which influence the Internal Environment of business. 12
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