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**T.Y.B.COM. Semester - V (Repeat) / One Time Opportunity  
EXAMINATION Oct/Nov 2019  
Business Management Major 3 : Strategic Management**

[Duration : Two Hours]

[Total Marks :80]

**Instructions:-**

- 1) All questions are compulsory, however internal choice is available.
- 2) Answer any four sub- questions in question 1 and 2 in not more than 100 word each.
- 3) Answer questions No. 3 to 6 in not more than 400 words each.
- 4) Figures to the right indicate maximum marks.

- 1 **Answer in brief on any four of the following.** (4x4=16)
  - a) Meaning of Operational Management.
  - b) Meaning of Strategic Management.
  - c) Micro Environment Factors
  - d) Vision
  - e) Strategy Formulation
  - f) Threat of New entrants & Threat of substitutes of Michael porter's Five Forces
  
- 2 **Write short notes on any four of the following:** (4x4=16)
  - a) SWOT Analysis
  - b) Mc Kinsey's 7S Framework
  - c) Strategic Control
  - d) Balanced Scorecard
  - e) Strategic Evaluation
  - f) Value Chain Analysis
  
- 3 **A. Explain in detail the levels of Strategy.** 12  

OR

**B. Explain the objectives proposed by Peter Drucker.** 12
  
- 4 **A. Explain various factors in the Macro environment which affect the strategy.** 12  

OR

**B. What do you mean by Mission Statement? Explain its Characteristics.** 12
  
- 5 **A. Explain the various steps to strategic Implementation of a business organization.** 12  

OR

**B. Explain the following in detail –** 12
  - i) Types of Strategic control
  - ii) Steps in Operational Control
  
- 6 **A. Explain BCG Matrix as a tool of Product portfolio Analysis.** 12  

OR

**B. Discuss the various approaches to strategic implementation.** 12