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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**