

B.Com. (Semester – VI) Examination, April 2017
Major – 3 : BUSINESS MANAGEMENT (Old Course)
Strategic Management
Business Growth and Strategies

Duration : 2 Hours

Total Marks : 80

Instructions : i) **All questions are compulsory.**

ii) **Answers to sub questions in 1 and 2 to be answered in not more than 100 words each.**

iii) **Answers to question 3 to 6 to be answered in not more than 400 words each.**

iv) **Figures to the right indicate marks.**

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

(4 × 4 = 16)

- Mission and strategy
- Importance of objectives
- Vision
- Intensive growth strategy
- Features of the Business Plan
- Joint ventures.

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

(4 × 4 = 16)

- Reasons for growth
- Barriers to globalization
- Risks of growth
- Concentric diversification
- Mergers as a globalization strategy
- Factors favouring globalization.

3. A) Describe the concept "Social Responsibility". Explain the social responsibility of business towards the different interest groups.

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OR

B) Explain the various steps involved in the formulation of a Business Plan.

P.T.O.

4. A) What do you understand by Globalization ? Explain in detail the various stages involved in Globalization Process.

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OR

- B) Describe the various globalization strategies that can be used in Indian industries.

5. A) Explain the various important steps involved in the implementation of strategic change.

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OR

- B) Explain the various factors which promote or obstruct the creation of competitive advantage of Nation.

6. A) Explain in detail the various strategic change requirements.

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OR

- B) Explain the importance of a Business Plan.
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