

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)

- a) Mission and strategy
- b) Importance of objectives
- c) Vision
- d) Intensive growth strategy
- e) Features of the Business Plan
- f) Joint ventures.

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

(4 × 4 = 16)

- a) Reasons for growth
- b) Barriers to globalization
- c) Risks of growth
- d) Concentric diversification
- e) Mergers as a globalization strategy
- f) Factors favouring globalization.

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

12

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. 12

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. 12

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. 12

OR

B) Explain the importance of a Business Plan.
