



B.Com. (Semester – VI) (New Course) Examination, April 2017
Major – 3 : BUSINESS MANAGEMENT
Strategic Management

Duration : 2 Hours

Max. Marks : 80

- Instructions :** 1) **All questions are compulsory, however internal choice is available.**
2) **Answer any four sub-questions from Question I and II, in not more than 100 words each.**
3) **Answer questions from Question III to 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) Stability strategies.
 - b) Reasons for growth.
 - c) Indicators of growth.
 - d) Combination strategies.
 - e) Related diversification.
 - f) Unrelated diversification.
- II. Write short notes on **any four** of the following : (4×4=16)
- a) Cost leadership strategy.
 - b) Outsourcing.
 - c) Stages of globalization.
 - d) First mover advantage.
 - e) Barriers to change.
 - f) Dimensions of change.
- III: A) Explain the types of Turnaround and Retrenchment strategies and the reasons why firms pursue them. 12
- OR
- B) Explain the various types of integrative growth strategies used by organizations. 12



- IV. A) Define Mergers and Acquisitions. Explain the various types of Mergers. 12
- OR
- B) Explain in brief Offensive and Defensive Strategies. 12
- V. A) Explain differentiation and focus as generic competitive strategies. 12
- OR
- B) Define globalization. Briefly explain the factors favouring globalization and the obstacles to globalization. 12
- VI. A) Explain the various strategies of globalization. 12
- OR
- B) Explain the important steps in the implementation of strategic change. 12
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