

**B.Com. (Semester – VI) Examination, April/May 2019**  
**Major-3 : BUSINESS MANAGEMENT (New Course)**  
**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 Question 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)
- Retrenchment Strategies
  - Indicators of Business growth
  - Intensive growth strategies
  - Types of Mergers
  - Diversification
  - Synergy.
- II. Write short notes on **any four** of the following : (4×4=16)
- Defensive strategies
  - Differentiation as a Generic competitive strategy
  - First mover advantage
  - Outsourcing
  - Dimensions of change
  - Stages of globalization.
- III. A) What are stability and combination strategies ? Explain the various reasons why organizations use them. 12
- OR
- B) What is business growth ? Explain the risks and reasons for growth. 12



- IV. A) Explain integrative growth strategies with appropriate examples. 12  
OR  
B) Distinguish between Mergers and Acquisitions. 12
- V. A) Explain Cost Leadership and Focus as Generic competitive Strategies. 12  
OR  
B) What is globalization ? Briefly explain the factors favouring globalization. 12
- VI. A) Explain Licensing, joint ventures and franchising as strategies of globalization with appropriate examples. 12  
OR  
B) Explain the important steps in the implementation of strategic change. 12
-