



B.Com. (Semester – VI) Examination, Oct./Nov. 2017

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)

- a) Stability strategies
- b) Combination strategies
- c) Turnaround strategies
- d) Risks of growth
- e) Types of mergers
- f) Synergy.

II. Write short notes on **any four** of the following : (4×4=16)

- a) First mover advantage
- b) Outsourcing
- c) Licensing and franchising
- d) Differentiation as a competitive strategy
- e) Factors favouring Globalization
- f) Dimensions of change.

III. A) What are growth strategies ? Explain the indicators of growth and the reasons for growth. 12

OR

B) What is Diversification ? Explain the types of diversification strategies used by organizations. 12

P.T.O.



- IV. A) Distinguish between Mergers and Acquisitions. **12**
- OR
- B) Explain Cost Leadership and Focus as Generic Competitive Strategies. **12**
- V. A) What are offensive strategies ? Briefly explain the six ways of Offensive strategies. **12**
- OR
- B) Explain the concept of Globalisation. Explain the stages of globalisation as identified by Kenichi Ohmae. **12**
- VI. A) Define and explain the concept of change. Explain the various barriers to change. **12**
- OR
- B) Explain the important steps in the implementation of strategic change. **12**
-