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**T.Y.B.Com Semester VI (Repeat) / One Time Opportunity
EXAMINATION OCT/ NOV 2019
Business Management Major 3 : Strategic Management**

[Duration : Two Hours]

[Total Marks:80]

Instructions:

- 1) All questions are **compulsory**; however, **internal choice** is available.
- 2) Answer any **four** sub – questions from **Question I** and **Question II**, in not more than **100** words each.
- 3) Answer questions from **Question III** and **Question VI**, in not more than **400** words each.
- 4) Figures to the **right** indicate **maximum** marks.

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|------|---|----------|
| I. | Write short notes on any four of the following: | (4x4=16) |
| | <ul style="list-style-type: none"> a) Stability strategies b) Reasons for Business growth c) Combination strategies d) Types of Mergers e) Backward integration f) Synergy | |
| II. | Write short notes on any four of the following: | (4x4=16) |
| | <ul style="list-style-type: none"> a) Defensive strategies b) Exporting as a strategy of globalization c) Outsourcing d) First mover advantages e) Stage of Globalization f) Dimensions of change | |
| III. | A) What are Retrenchment and Turnaround Strategies? Briefly explain the types of Retrenchment and Turnaround Strategies. | 12 |
| | OR | |
| | B) What are the indicators of growth? Explain Intensive growth strategies with examples. | 12 |
| IV. | A) What is diversification? What are the types of Diversification pursued by firms? | 12 |
| | OR | |
| | B) Distinguish between mergers and Acquisitions. | 12 |
| V. | A) Explain in brief the Generic Competitive Strategies. | 12 |
| | OR | |
| | B) What are offensive Strategies? Explain the six ways of pursuing Offensive strategies. | 12 |
| VI. | A) List and explain the obstacles to Globalization faced by Indian businesses. | 12 |
| | OR | |
| | B) Explain the steps in the implementation of strategic change. | 12 |