



SRN – 20

M.Com. (Semester – I) Examination, April 2018
COC-105 : BUSINESS POLICY AND STRATEGIC MANAGEMENT (OA-18)

Duration : 3 Hours

Max. Marks : 60

- Instructions :**
- 1) This paper consists of **9** questions carrying **equal** marks.
 - 2) Question No.1 consists of **5 compulsory** question of **2 marks each**.
 - 3) Answer **any 5** questions from questions **2, 3, 4, 5, 6, 7, 8 and 9**.
 - 4) **Each** questions carries **10** marks. Figures to the **right** indicates marks.

1. Answer the following questions in brief : (5×2=10)
 - a) Benefits of vision statement.
 - b) Core competency.
 - c) Market Nichers.
 - d) Competitive Scope.
 - e) Role of information system in Strategic Evaluation.
 - f) Benefits of vision statement.
 2. What are the different levels at which strategy operates ? 10
 3. Mention the characteristics of a good mission statement. 10
 4. Enumerate any 5 parameters operating in Economic Environment. 10
 5. Describe the benefits and risk associated with differentiation Strategy. 10
 6. Do you agree with the statement that adopting unrelated diversification makes. 10
 7.
 - a) What is meant by Business Portfolio Analysis ? 2
 - b) Explain GE 9 cell method with a diagram and apply the same to any organisation of your choice. 8
 8. Differentiate between strategic control and operational control with any 5 points. 10
 9.
 - a) Define the term "Strategy Evaluation and Control". 2
 - b) Discuss any 5 barriers in Strategy Evaluation and Control. 8
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