



RPN – 06

M.Com. (Semester – I) Examination, November 2016
COC 105 : BUSINESS POLICY AND STRATEGIC MANAGEMENT
(OA – 18)

Duration : 3 Hours

Max. Marks : 60

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

1. Answer the following questions in brief : (5×2=10)
 - a) What is Emergent Strategy ?
 - b) What is Business ? Explain its nature.
 - c) What do you mean by Vision of Business ?
 - d) Explain the Strategic Audit.
 - e) Explain what you mean by analyzing variance ?
2. What are the considerations followed in formulation of Business Level Strategy ? 10
3. a) Explain the concept of Strategic Intent. 4
b) What is the significance of Gap Analysis ? 6
4. SWOT analysis is one of the significant steps in formulation of the business strategy. Comment. 10
5. What is organizational culture ? How does it affect the strategy formulation ? 10
6. Describe in detail the Implementation Approaches of strategic management. 10

P.T.O.



7. Explain in detail the following Techniques of Strategic Evaluation :

a) PEST Analysis.

5

b) Benchmarking.

5

8. Explain the following :

a) Organizational Direction.

5

b) Importance of Strategic Evaluation and Control.

5

9. What are the various functional level strategies formulated ? Give examples of each.

10
