



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



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
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