



RPN – 20

M.Com. (Semester – III) Examination, November 2016
COO3B4 : BUSINESS POLICY AND STRATEGIC MANAGEMENT (OA – 18)

Duration : 3 Hours

Maximum Marks : 60

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

1. Answer the following short questions : (5×2=10)
 - a) State how is the business policy important in understanding the organisation.
 - b) Explain the three levels of strategy.
 - c) State any four actions a company can take to achieve cost leadership.
 - d) Explain the concept of 'Quality Circles'.
 - e) Explain 'No-change' strategy.
 2. Discuss the objectives of business policy of an organisation. 10
 3. Explain any five sectors of the environment that an organization needs to analyse. 10
 4. Discuss the techniques used in Organizational Appraisal. 10
 5. a) Explain the various types of expansion strategies with suitable illustrations. 7
b) State any five features of integration strategy. 3
 6. a) Write a note on digitalization strategy. 6
b) Explain the four types of cooperative strategies in brief. 4
 7. a) Why is it necessary to evaluate and control business strategies ? Discuss. 5
b) Explain the evaluation techniques for operational control. 5
 8. 'Business tactics is a specific operating plan for a strategy'. Discuss. 10
 9. Compare the Western style of management with the Japanese style of management. 10
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