

B.Com. (Semester V) Examination, April 2018
Major – 3 : BUSINESS MANAGEMENT (New Course)
Strategic Management

Duration : 2 Hours

Total Marks : 80

Instructions : 1) **All** questions are **compulsory**, however **internal choice** is available.

2) Answer **any four** sub-questions in question no. 1 and 2 in **not more than 100 words each**.

3) Answer question no. 3 to 6 **each** in **not more than 400 words**.

4) Figures to the **right** indicate **maximum** marks.

1. Write short notes on **any four** of the following : (4×4=16)

- a) Strategy formulation
- b) Functional level strategy
- c) Advantages of strategic management
- d) Vision
- e) Demographic environment
- f) Micro-environment.

2. Write short notes on **any four** of the following : (4×4=16)

- a) Stars in BCG matrix
- b) Value chain analysis
- c) Balanced scorecard
- d) Strategic control
- e) Mc Kensey's 7-S frame work
- f) Strategic implementation.

3. A) Distinguish between strategic management and operational management. 12

OR

B) Define internal environment. Explain the factors in the internal environment that influences business. 12

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4. A) Explain Porter's five forces model of analysing competitive environment. 12
- OR
- B) Explain SWOT analysis as a tool for evaluating organisational and environmental factors. 12
5. A) What is mission statement ? Explain its elements. 12
- OR
- B) Explain the different approaches to strategic implementation. 12
6. A) What is strategic evaluation ? Explain the process of strategy evaluation. 12
- OR
- B) Define strategy. Discuss the elements of strategy. 12