



**B.Com. (Semester – V) Examination, October/November 2018**

**Major-3 : BUSINESS MANAGEMENT**

**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 questions No. 3 to 6 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) Vision statement.
- b) Internal Environment.
- c) Corporate level strategy.
- d) Objectives by Peter Drucker.
- e) Elements of Strategy.
- f) Strategy Formulation.

2. Answer in brief on **any four** of the following :

**(4×4=16)**

- a) Strategic Evaluation.
- b) Strategic Control.
- c) Value Chain Analysis.
- d) Balanced Score Card.
- e) Question Mark in BCG Matric.
- f) Strategic implementation.



3. A) Explain in detail the Macro Environmental Factors influencing the business activities. 12
- OR
- B) Distinguish between Strategic Management and Operational Management. 12
4. A) What is a Mission Statement ? State and explain its characteristics. 12
- OR
- B) Explain Kenichi Ohmae's four routes to strategic advantages. 12
5. A) Explain the Mc Kinsey's 7s framework as a tool to business success. 12
- OR
- B) Explain the following detail : 12
- i) Types of strategic control.
- ii) Steps in Operational Control.
6. A) Discuss Michael Porter's five forces Model of Competitive Analysis. 12
- OR
- B) Explain the various approaches to strategic implementation. 12

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