



B.Com. (Semester – VI) Examination, April 2018
Major – 3 : Business Management (New Course)
STRATEGIC MANAGEMENT

Duration : 2 Hours

Max. Marks : 80

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

2) Answer **any four** sub-questions from Question I and II, in **not more than 100 words each**.

3) Answer questions from Question III to Question VI, in **not more than 400 words each**.

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

I. Write short notes on **any four** of the following.

(4×4=16)

- a) Stability Strategies.
- b) Combination Strategies.
- c) Reasons for Growth.
- d) Product development strategy.
- e) Acquisitions.
- f) Synergy.

II. Write short notes on **any four** of the following.

(4×4=16)

- a) First mover advantage.
- b) Outsourcing.
- c) Defensive strategies.
- d) Joint venture as a globalization strategy.
- e) Licensing and Franchising as globalization strategies.
- f) Concept of Change.

III. A) What are Turnaround and Retrenchment Strategies ? Briefly explain the reasons why organizations adopt them.

12

OR

B) What is diversification ? Briefly explain the types of diversification.

12

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IV. A) What is a Merger ? Explain the different types of mergers with appropriate examples. 12

OR

B) Explain in brief Porter's Generic Competitive Strategies. 12

V. A) Briefly explain the types of Offensive strategies used by organizations. 12

OR

B) Define and explain the concept of Globalization. Explain the stages of globalization as identified by Kenichi Ohmae. 12

VI. A) What are the obstacles to globalization faced by organizations ? 12

OR

B) Explain the important steps in the implementation of strategic change. 12
