



SUY – 16

B.Com. (Semester – V) Examination, October/November 2016
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 I and II in **not more than 100 words each**.
- 3) Answer 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) Strategic Management
- B) Vision statement
- C) Cash cow in BCG matrix
- D) Micro environment
- E) Limitations of Strategic Management
- F) Value chain analysis.

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

- A) SWOT analysis
- B) Cultural approach
- C) Commander approach
- D) Balanced Score Card
- E) Meaning of Strategic Implementation
- F) Mission Statement.

III. A) Explain the process of Strategic Management given by David R. Fred. 12

OR

B) Define Strategy. Explain the various levels of Strategy. 12

P.T.O.



- IV. A) Explain meaning and characteristics of Objectives. 12
- OR
- B) Explain the factors in the External Environment of Business. 12
- V. A) Explain Michael Porters Five Force model for analyzing competitive environment. 12
- OR
- B) Explain Kenichi Ohmae's four routes to strategic advantage. 12
- VI. A) Explain the steps involved in strategy implementation. 12
- OR
- B) Explain the concept of strategy evaluation and control. 12
