



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**

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- 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
