



B.Com. (Semester – VI) (Repeat) Examination, October 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) Synergy
- B) Turnaround Strategy
- C) Risk of growth
- D) Market development strategy
- E) Forward Integration
- F) Differentiation strategy.

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

- A) Change requirements
- B) Resistance to change
- C) Stages of Globalisation
- D) First Mover Advantage
- E) Focus Strategy
- F) Outsourcing.

III. A) Explain stability strategy, reasons for adopting stability strategy and types of stability strategies. **12**

OR

III. B) Explain various types of Intensive and Diversification strategies. **12**

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- IV. A) Distinguish between Mergers and Acquisition. 12
- OR
- IV. B) Discuss various types of defensive strategies. 12
- V. A) What is cost leadership strategy ? Discuss the benefits and pitfalls of cost leadership strategy. 12
- OR
- V. B) Discuss various Globalisation Strategies. 12
- VI. A) What is strategic change ? Discuss the steps in implementation of strategic change. 12
- OR
- VI. B) Define globalisation. Explain the factors favouring and obstacles to globalisation. 12

(4x4=16)

12

12

P.T.O.