



OD - 10

B.Com. (Semester – VI) (Repeat) Examination, October 2016
Major – 3 : BUSINESS MANAGEMENT (Old Course)
Strategic Management
Business Growth and Strategies

Duration : 2 Hours

Max. Marks : 80

Instructions : 1) **All questions are compulsory.**

2) **Answers to sub-questions in I and II to be answered in *not* more than 100 words each.**

3) **Answers to questions III to VI to be answered in *not* more than 400 words each.**

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

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

(4×4=16)

- Mission and strategy.
- Concept of business planning.
- Reasons for growth strategy.
- Elements of Mission statement.
- Concentric diversification.
- Concept of social responsibility of business.

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

(4×4=16)

- Urgency as a prerequisite for change.
- Foreign investment as a global strategy.
- Dimensions of globalization.
- Risks of growth.
- Joint venture as a globalization strategy.
- Behavioural resistance to change.



- III. a) Explain the concept of 'mission, vision and objectives' in relation to effective strategic management. 12
- OR
- b) Explain in brief the intensive and integrative growth strategies. 12
- IV. a) Describe the features of business planning. What are the steps in formulating a business plan? 12
- OR
- b) Explain the dimensions of change and change requirements. 12
- V. a) Explain Michael Porter's competitive advantage of nations: 12
- OR
- b) Describe the steps in the implementation of strategic change for an organization. 12
- VI. a) Describe the social responsibilities of business towards various stakeholders. 12
- OR
- b) Explain the various stages in the process of globalization and the obstacles to globalization. 12