



**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.

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OR

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

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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
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