



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
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