



SU – 16

B.Com. (Semester – VI) Examination, April 2016
Major – 3 : BUSINESS MANAGEMENT (New Course)
Strategic Management

Duration : 2 Hours

Max. 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) Meaning of Stability Strategy
- B) Growth Strategy
- C) Indicators of growth
- D) Diversification strategy
- E) Defensive strategy
- F) Combination Strategy.

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

- A) Barriers to change
- B) Management of change
- C) Stages of Globalisation
- D) Meaning of globalisation
- E) Divestiture
- F) Synergy.



- III. A) State the various types of retrenchment strategies. 12
- OR
- B) Explain the reasons and risk of business growth. 12
- IV. A) Explain the types of Integrative and Intensive growth strategies. 12
- OR
- B) Discuss Generic Competitive Strategies. 12
- V. A) Discuss the Offensive Strategies. 12
- OR
- B) Explain Ohmae's stages of globalisation and the obstacles in globalisation of business. 12
- VI. A) Discuss the Strategic Change Process. 12
- OR
- B) Discuss the strategies of Globalisation. 12
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