



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

Duration : 2 Hours

Total 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)
- a) Elements of mission statement
 - b) Mission and strategy
 - c) Advantages of business plan
 - d) Synergetic diversification
 - e) Market penetration strategy
 - f) Concept of vision.
- II. Write short notes on **any four** of the following : (4×4=16)
- a) Market development strategy
 - b) Risks of growth
 - c) Dimensions of change
 - d) Indicators of growth
 - e) Stages of globalization
 - f) Factor conditions influencing competitive advantage of Nations.
- III. a) What are the features and advantages of corporate social responsibility ?
Explain the social responsibility a business has towards its employees, customers and shareholders. 12
- OR
- b) Explain the features and guidelines for the formulation of objectives. What are the importance of objectives ? 12