



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)
- Elements of mission statement
  - Mission and strategy
  - Advantages of business plan
  - Synergetic diversification
  - Market penetration strategy
  - Concept of vision.
- II. Write short notes on **any four** of the following : (4×4=16)
- Market development strategy
  - Risks of growth
  - Dimensions of change
  - Indicators of growth
  - Stages of globalization
  - 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