



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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(4x4 = 16)