

B.Com. (Semester – V) Examination, October/November 2018
Major-3 : BUSINESS MANAGEMENT
Strategic Management

Duration : 2 Hours

Total Marks : 80

- Instructions :** 1) **All** questions are **compulsory**, however **internal** choice is available.
2) Answer **any four** sub-questions in question No. 1 and 2 in **not** more than **100** words **each**.
3) Answer questions No. 3 to 6 in **not** more than **400** words.
4) Figures to the **right** indicate maximum marks.

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

- a) Vision statement.
- b) Internal Environment.
- c) Corporate level strategy.
- d) Objectives by Peter Drucker.
- e) Elements of Strategy.
- f) Strategy Formulation.

2. Answer in brief on **any four** of the following :

(4×4=16)

- a) Strategic Evaluation.
- b) Strategic Control.
- c) Value Chain Analysis.
- d) Balanced Score Card.
- e) Question Mark in BCG Matric.
- f) Strategic implementation.



3. A) Explain in detail the Macro Environmental Factors influencing the business activities. 12

OR

- B) Distinguish between Strategic Management and Operational Management. 12

4. A) What is a Mission Statement ? State and explain its characteristics. 12

OR

- B) Explain Kenichi Ohmae's four routes to strategic advantages. 12

5. A) Explain the Mc Kinsey's 7s framework as a tool to business success. 12

OR

- B) Explain the following detail : 12

i) Types of strategic control.

ii) Steps in Operational Control.

6. A) Discuss Michael Porter's five forces Model of Competitive Analysis. 12

OR

- B) Explain the various approaches to strategic implementation. 12