

SARASWAT VIDYALAYAS  
SRIDORA CACULO COLLEGE OF COMMERCE AND MANAGEMENT STUDIES  
KHORLIM, MAPUSA - GOA

B.COM SIXTH SEMESTER END EXAMINATION June 2022

(CBCS w.e.f. 2019-2020)

Duration: 2 hours    **Business Management Major VI: STRATEGIC MANAGEMENT** Marks: 80

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Instructions: 1) All questions are **compulsory**, however **internal choice** is available

2) Figures to the **right** indicate **maximum** marks

Q.1) Write short notes on **any four** from the following **(4X4 = 16)**

- a) Strategic Management
- b) Corporate Level Strategy
- c) Arenas
- d) Benefits of Strategic Management (any two)
- e) Objectives (with example)
- f) Political and Government factor

Q.1) Write short notes on any **four** from the following **(4x4 = 16)**

- a) Vision
- b) Demographic Environment
- c) Examples of Opportunities and Threats
- d) Star (BCG Matrix)
- e) Low growth – Low Market share
- f) Primary Activities (Value Chain Analysis)

Q.3) A) Explain the Fred.R. Davids Strategic Management Process with diagram **12**

OR

Q.3 B) Write the limitations of strategic management **12**

- Q.4 A) Elaborate the three levels of strategy with chart **12**  
OR
- Q 4 B) What is mission? Write the elements of mission statement **12**
- Q 5 A) Explain the Micro factors of external environment influencing the business strategy **12**  
OR
- Q 5 B) Elaborate Michael. E. Porters Five Force Analysis **12**
- Q 6 A) Describe Kenichi Ohmae's "Four Routes to Strategic Advantage" **12**  
OR
- Q 6 B) Explain "GE Multifactor Portfolio Nine Cell Matrix" with illustration **12**

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