

SARASWAT VIDYALAYA'S

SRIDORA CACULO COLLEGE OF COMMERCE AND MANAGEMENT STUDIES

B. COM SIXTH SEMESTER END EXAMINATION (Repeat), NOVEMBER 2022

CBCS (W.E.F. 2019-20)

BUSINESS MANAGEMENT MAJOR VI: STRATEGIC MANAGEMENT

(Duration: 2 hours)

(Total Marks: 80)

Instructions

- 1) All question are **compulsory**, however internal choice is available.
- 2) Answer any four sub- questions from question 1 and question 2 in not more than 100 words each
- 3) Answer to question 3 to question 6 must be of approximately 400 words each
- 4) Start **each** question on **fresh page**

1 Write short notes on **any four** of the following: (4x4=16)

- a) Meaning of Strategy
- b) Business level Strategy
- c) Limitations of Strategic Management (any four)
- d) Meaning of Vision
- e) Goals and Objectives
- f) Functional Level Strategy

2 Write short notes on **any four** of the following: (4x4=16)

- a) Market Intermediaries (Micro Factor)
- b) Demographic Factors
- c) Building on Relative Superiority (one Factor – four routes of strategic advantage)
- d) Primary Activities (Value Chain Analysis)
- e) Factors affecting Business Strength (GE Nine Cell Matrix)
- f) Corporate Level Strategy

3. A Distinguish between Strategic Management and Operational Management 12

OR

B. Explain the three stages of Strategic Management Process stated in David's Model 12

4 A. Briefly explain the benefits of Strategic Management 12

OR

B. What is Mission? Write the elements of Mission statement 12

5 A. Explain in detail the Internal Environmental Factors influencing the business activities 12

OR

B. Elaborate on SWOC analysis with example 12

6 A. Discuss on Michael E. Porter's five force analysis 12

OR

B. Explain BCG analysis with illustration 12

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