



GOA UNIVERSITY

B.Com Semester VI (CBCS)

Subject Name: Business Management Major VI

Paper Title: **Strategic Management**

Paper Code: **UCOD123**

Duration: **2:00 Hours**

Total Marks: **80**

- Instructions:**
- i) All Questions are compulsory; however, internal choice is available.
 - ii) Answer sub-questions in Q1 and Q2 in not more than 100 words each.
 - iii) Answer Q3 and Q6 in not more than 400 words each.
 - iv) Figures to the right indicate the maximum marks for the question.

Q. I) Write explanatory notes on the following (Any four) (4x4=16 marks)

- i. Meaning of strategy.
- ii. Formulation stage of the Strategic Management Process
- iii. Levels of Strategy.
- iv. Meaning of Vision.
- v. Internal Environment.
- vi. Environmental Analysis.

Q.II) Write explanatory notes on the following (Any four) (4x4=16 marks)

- i. Value Chain Analysis.
- ii. BCG Matrix.
- iii. Kenichi Ohmae's Four routes to Strategic Advantage.
- iv. Meaning of Strategic Evaluation.
- v. Meaning of Strategic Control.
- vi. Concept of Six Sigma.

Q. IIIA) Explain the advantages and limitations of Strategic Management. (12 marks)

OR

B) Distinguish between Strategic Management and Operational Management. (12 marks)

Q. IVA) Explain the meaning and characteristics of a mission statement. (12 marks)

OR

B) What are objectives? Explain their characteristics with relevant examples. (12 marks)

Q. V A) Briefly explain Michael Porter's Five Force Model of Strategic Analysis. (12 marks)

OR

B) Explain SWOC Analysis using a relevant industry example. (12 marks)

Q. VI A) Explain in brief, the approaches to Strategic Implementation. (12 marks)

OR

B) What is the Balanced Score card? Explain its perspectives with a diagram. (12 marks)