

**B.Com. (Semester – V) Examination, October/November 2016**  
**Major – 3 : BUSINESS MANAGEMENT (New Course)**  
**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 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) Strategic Management
  - B) Vision statement
  - C) Cash cow in BCG matrix
  - D) Micro environment
  - E) Limitations of Strategic Management
  - F) Value chain analysis.
- II. Write short notes on **any four** of the following : **(4×4=16)**
- A) SWOT analysis
  - B) Cultural approach
  - C) Commander approach
  - D) Balanced Score Card
  - E) Meaning of Strategic Implementation
  - F) Mission Statement.
- III. A) Explain the process of Strategic Management given by David R. Fred. **12**
- OR
- B) Define Strategy. Explain the various levels of Strategy. **12**



- IV. A) Explain meaning and characteristics of Objectives. **12**  
OR  
B) Explain the factors in the External Environment of Business. **12**
- V. A) Explain Michael Porters Five Force model for analyzing competitive environment. **12**  
OR  
B) Explain Kenichi Ohmae's four routes to strategic advantage. **12**
- VI. A) Explain the steps involved in strategy implementation. **12**  
OR  
B) Explain the concept of strategy evaluation and control. **12**
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