



**B.Com. (Semester - V) Examination, October/November 2017**  
**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 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.

16

- a) Vision
- b) Objectives
- c) Balanced Scorecard
- d) Economic Environment
- e) Strategy
- f) Operational Management.

II. Write short notes on **any four** of the following.

16

- a) Value chain Analysis
- b) Budgetary control
- c) Demographic environment
- d) Internal environment
- e) SWOT Analysis
- f) Mc Kinsey's 7-S Framework.

III. A) Define Strategic Management. Explain the advantages and disadvantages of Strategic Management.

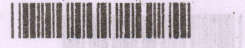
12

OR

B) Explain Fred R. David's Model of Strategic Management Process.

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IV. A) Explain the factors in the Micro environment of a business. 12

OR

B) Explain the various elements of Mission statement.

V. A) Explain BCG matrix as a tool of Product portfolio analysis. 12

OR

B) Discuss Michael Porter's Five forces model of Competitive Analysis.

VI. A) Explain the various approaches of strategy implementation. 12

OR

B) Explain the various types of strategic control and operational control.

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