

**B.Com. (Semester V) Examination, April 2018**  
**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 no. 1 and 2 in not more than 100 words each.**  
 3) **Answer question no. 3 to 6 each in not more than 400 words.**  
 4) **Figures to the right indicate maximum marks.**

1. Write short notes on **any four** of the following : (4×4=16)
- Strategy formulation
  - Functional level strategy
  - Advantages of strategic management
  - Vision
  - Demographic environment
  - Micro-environment.
2. Write short notes on **any four** of the following : (4×4=16)
- Stars in BCG matrix
  - Value chain analysis
  - Balanced scorecard
  - Strategic control
  - Mc Kensey's 7-S frame work
  - Strategic implementation.
3. A) Distinguish between strategic management and operational management. 12
- OR
- B) Define internal environment. Explain the factors in the internal environment that influences business. 12



4. A) Explain Porter's five forces model of analysing competitive environment. 12

OR

B) Explain SWOT analysis as a tool for evaluating organisational and environmental factors. 12

5. A) What is mission statement ? Explain its elements. 12

OR

B) Explain the different approaches to strategic implementation. 12

6. A) What is strategic evaluation ? Explain the process of strategy evaluation. 12

OR

B) Define strategy. Discuss the elements of strategy. 12

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