

**B.Com. (Semester – VI) Examination, April 2018**  
**Major – 3 : Business Management (New Course)**  
**STRATEGIC MANAGEMENT**

Duration : 2 Hours

Max. Marks : 80

- Instructions :** 1) **All questions are compulsory, however, internal choice is available.**  
 2) **Answer any four sub-questions from Question I and II, in not more than 100 words each.**  
 3) **Answer questions from 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)

- Stability Strategies.
- Combination Strategies.
- Reasons for Growth.
- Product development strategy.
- Acquisitions.
- Synergy.

II. Write short notes on **any four** of the following. (4×4=16)

- First mover advantage.
- Outsourcing.
- Defensive strategies.
- Joint venture as a globalization strategy.
- Licensing and Franchising as globalization strategies.
- Concept of Change.

III. A) What are Turnaround and Retrenchment Strategies ? Briefly explain the reasons why organizations adopt them. 12

OR

B) What is diversification ? Briefly explain the types of diversification. 12



- IV. A) What is a Merger ? Explain the different types of mergers with appropriate examples. 12
- OR
- B) Explain in brief Porter's Generic Competitive Strategies. 12
- V. A) Briefly explain the types of Offensive strategies used by organizations. 12
- OR
- B) Define and explain the concept of Globalization. Explain the stages of globalization as identified by Kenichi Ohmae. 12
- VI. A) What are the obstacles to globalization faced by organizations ? 12
- OR
- B) Explain the important steps in the implementation of strategic change. 12
-