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T.Y.B.COM. Semester - V (Repeat) / One Time Opportunity
EXAMINATION Oct/Nov 2019
Business Management Major 3 : Strategic Management

[Duration : Two Hours]**[Total Marks :80]****Instructions:-**

- 1) All questions are compulsory, however internal choice is available.
- 2) Answer any four sub- questions in question 1 and 2 in not more than 100 word each.
- 3) Answer questions No. 3 to 6 in not more than 400 words each.
- 4) Figures to the right indicate maximum marks.

- 1 Answer in brief on any four of the following. (4x4=16)**
- a) Meaning of Operational Management.
 - b) Meaning of Strategic Management.
 - c) Micro Environment Factors
 - d) Vision
 - e) Strategy Formulation
 - f) Threat of New entrants & Threat of substitutes of Michael porter's Five Forces
- 2 Write short notes on any four of the following; (4x4=16)**
- a) SWOT Analysis
 - b) Mc Kinsey's 7S Framework
 - c) Strategic Control
 - d) Balanced Scorecard
 - e) Strategic Evaluation
 - f) Value Chain Analysis
- 3**
- A. Explain in detail the levels of Strategy. 12
 - OR
 - B. Explain the objectives proposed by Peter Drucker. 12
- 4**
- A. Explain various factors in the Macro environment which affect the strategy. 12
 - OR
 - B. What do you mean by Mission Statement? Explain its Characteristics. 12
- 5**
- A. Explain the various steps to strategic Implementation of a business organization. 12
 - OR
 - B. Explain the following in detail – 12
 - i) Types of Strategic control
 - ii) Steps in Operational Control

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- A. Explain BCG Matrix as a tool of Product portfolio Analysis.
- OR
- B. Discuss the various approaches to strategic implementation.

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