



B.Com. (Semester – V) Examination, October/November 2018
Major-3 : BUSINESS MANAGEMENT
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 questions No. 3 to 6 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)**

- a) Vision statement.
- b) Internal Environment.
- c) Corporate level strategy.
- d) Objectives by Peter Drucker.
- e) Elements of Strategy.
- f) Strategy Formulation.

2. Answer in brief on **any four** of the following : **(4×4=16)**

- a) Strategic Evaluation.
- b) Strategic Control.
- c) Value Chain Analysis.
- d) Balanced Score Card.
- e) Question Mark in BCG Matrix.
- f) Strategic implementation.



3. A) Explain in detail the Macro Environmental Factors influencing the business activities. 12

OR

B) Distinguish between Strategic Management and Operational Management. 12

4. A) What is a Mission Statement ? State and explain its characteristics. 12

OR

B) Explain Kenichi Ohmae's four routes to strategic advantages. 12

5. A) Explain the Mc Kinsey's 7s framework as a tool to business success. 12

OR

B) Explain the following detail : 12

i) Types of strategic control.

ii) Steps in Operational Control.

6. A) Discuss Michael Porter's five forces Model of Competitive Analysis. 12

OR

B) Explain the various approaches to strategic implementation. 12