



SK – 18

B.Com. (Semester – V) Examination, April/May 2019
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 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)
- Elements of Strategy.
 - Meaning of Operational Management.
 - Advantages of strategic Management.
 - Vision Statement.
 - Functional level Strategy.
 - Kenichi Ohmae's four routes to strategic advantage.
2. Answer in brief on **any four** of the following : (4×4=16)
- Cash cows in BCG Matrix.
 - Meaning of Balanced Scorecard.
 - Strategic Implementation.
 - Strategic evaluation.
 - Bargaining power of Buyers and Suppliers.
 - Strategic Control.
3. A) Explain in detail the Fred David's Model of Strategic Management process. 12
- OR
- B) Define objectives. State and explain the characteristics of objectives. 12



- 4. A) Explain the factors in the Micro Environment of a business. 12
OR
B) Explain the various Characteristics of Mission Statement. 12
- 5. A) Explain the SWOT analysis as a tool to formulate the business strategy. 12
OR
B) Explain Mc Kinsey's 7S Frame work Model. 12
- 6. A) Explain the various approaches to strategic implementation. 12
OR
B) Explain the perspectives of Balanced Scorecard. 12

Write short notes on any four of the following:

- a) Elements of Strategy
- b) Meaning of Operational Management
- c) Advantages of strategic Management
- d) Vision Statement
- e) Functional level Strategy
- f) Kenichi Omura's four routes to strategic advantage

Answer in brief on any four of the following:

(4x4=16)

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