

TYBCOM SEMESTER END ASSESSMENT JUNE 2022

SUBJECT: Business Management

PAPER: Strategic Management (DSE 06)

Semester: VI

Duration: 2 Hours

Max Marks: 80

Instructions:

- All questions are compulsory having internal choice.
- Figures to the right indicate maximum marks allotted.

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Q.1. Answer any four of the following (4 X 4 marks = 16 marks)

- a) Threat of substitutes
- b) Levels of strategy
- c) Difference between Operational Management and Strategic Management
- d) Give two examples how a company can convert its challenges into opportunities.
- e) Key Factors for Success (KFS) by Kenichi Ohmae
- f) Competitive Rivalry

Q.2. Answer any four of the following (4 X 4 marks = 16 marks)

- a) Bargaining power of customers
- b) Vision Statement
- c) Bargaining power of suppliers
- d) Socio-economic factor affecting business environment
- e) Relative superiority by Kenichi Ohmae
- f) Aggressive Initiative for strategic advantage

Q.3. Answer any one of the following (12 marks)

- A. Explain the process by which managers make a choice of strategies for the organization that will enable it to achieve better performance.
- B. Strategy is a general plan to achieve one or more long-term or overall goals under conditions of uncertainty. Many companies still face problems in defining and framing a strategy as they are not well aware about the important elements in a strategy. Elucidate the elements that need to be considered while framing a good strategy.

Q.4. Answer any one of the following (12 marks)

- A. A good mission statement should reflect an organisation's purpose, customers, products or services, markets and basic technology that is adopted by the organization and have necessary elements. Explain.
- B. Examining the factors affecting the business environment is considered as the most important task before framing any strategy. If a business wants to survive the challenges thrown by the external environment, then it should have a very good understanding of the positive and negative impacts of external factors on business functioning. Explain.

Q.5. Answer any one of the following (12 marks)

- A. Boston consulting group's product portfolio (BCG) matrix that is designed to help with long-term strategic planning to help businesses consider which products to develop, where to invest and which ones to discontinue. Explain the matrix.
- B. Explain the GE Nine Cell Matrix.

Q.6. Answer any one of the following (12 marks)

- A. Explain Value Chain Analysis with diagram.
- B. Explain SWOC analysis with examples.