

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

**B.Sc. (HMCT) (Sem.-5)**  
**STRATEGIC MANAGEMENT**  
Subject Code : BSHM-315  
M.Code : 12048

Time : 3 Hrs.

Max. Marks : 60

**INSTRUCTIONS TO CANDIDATES :**

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.
3. SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

**SECTION-A**

**1. Write briefly :**

- a) What do you mean by term Strategy?
- b) State two advantages of Strategic Management.
- c) Mention any two environmental factors.
- d) Name any two Strategy (General) Alternatives.
- e) What is functional area resource development matrix?
- f) Explain any two weaknesses of Finance department.
- g) State any two strengths of marketing department.
- h) Define the term policy.
- i) Define the Concept of backward integration.
- j) What do you understand by term Joint Venture?

### SECTION-B

2. State the elements of Mission Statements with examples.
3. Explain the prerequisites of Public Relation Policy.
4. Discuss the scope and importance of Strategic management.
5. Explain the concept of (TOWS) i.e. Threats, Opportunities, Weaknesses and Strength matrix.
6. What is the need of environmental analysis? Explain.

### SECTION-C

7. Explain the working of Boston Consulting Group Matrix (BCGM) in an organisation.
8. Describe the implementation as well as evaluation of Leadership and Management style in an organisation.
9. How would you combine two or more than two strategies for formulation of an effective strategy for an organisation?

**NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.**