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Total No. of Pages : 02

Total No. of Questions : 09

M.Com.(Professional) (2016 to 2017) (Sem.-3)**STRATEGIC MANAGEMENT**

Subject Code : MCOP-302

M.Code : 72098

Time : 3 Hrs.

Max. Marks : 80

INSTRUCTIONS TO CANDIDATES :

1. SECTIONS-A, B, C & D contains TWO questions each carrying FIFTEEN marks each and students have to attempt any ONE question from each SECTION.
2. SECTION-E is COMPULSORY consisting of TEN questions carrying TWENTY marks in all.

SECTION-A

1. What do you mean by organization appraisal? Discuss the techniques used for organizational appraisal.
2. "Strategy management has both general and specific role in management". Comment.

SECTION-B

3. Define business environment. And also explain the components of environment in detail.
4. "Porter's Five Forces Framework is a tool for analyzing competition of a business". Comment.

SECTION-C

5. Globalization has led to increase in competition. What strategy should a business unit adopt in order to survive for long run?
6. Discuss various strategies that are used to manage human resource.

SECTION-D

7. "There is not necessarily a sequence of activities in the process of Implementation of Strategy". Discuss what critical success factor is and how identification of critical factor is done.
8. Discuss the concept of corporate restructuring. What are the various ways through which corporate restructuring can be done?



SECTION-E

9. Explain the following :

- a) Mission
- b) Strategic performance
- c) Production strategy
- d) Strategic business unit
- e) Strategy Gurus
- f) Strategic decisions
- g) Strategic choice
- h) Growth concept in BCG matrix
- i) Business strategy
- j) Core competence

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.