

Total No. of Pages : 02

Total No. of Questions : 09

M.Com.(Professional) (2013 Onwards) (Sem.-3)

STRATEGIC MANAGEMENT

Subject Code : MCOP-302

Paper ID : [A3164]

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 has 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 is Strategic Management? Discuss different approaches of strategic management.
2. What are objectives? What are essential features of objectives? How do you differentiate between goals and objectives?

SECTION-B

3. What is Competitive Analysis? What tools and techniques are employed in it?
4. What is core competence? What are its attributes? Distinguish between core competence and competitive advantage.

SECTION-C

5. What is a Merger? Explain various types of mergers.
6. What is Growth Strategy? Explain different variants of growth strategy.

SECTION-D

7. What is Strategy Implementation? What is relationship between strategy formulation and implementation?
8. What is Strategic Evaluation? Who does the performance evaluation and why it is essential for organization?

SECTION-E

9. Write briefly :

- (a) Strategy Review
- (b) SWOT Analysis
- (c) Mission and goal
- (d) Strategy gurus
- (e) Retrenchment strategies
- (f) Strategy and structure
- (g) BCG matrix
- (h) Levels of strategy
- (i) Environmental appraisal
- (j) Marketing strategy.