

PG Even Semester (CBCS) Exam., May—2017

COMMERCE

(4th Semester)

Course No. : COMCC-401

(Strategic Management)

Full Marks : 70

Pass Marks : 28

Time : 3 hours

*The figures in the margin indicate full marks
for the questions*

Answer **five** questions, taking **one** from each Unit

UNIT—I

1. Define strategic management. What are the main characteristics of strategic decisions? Explain the basic elements of strategic management process. 3+6+5=14
2. "In recent years WTO has contributed significantly to the growth of International business." Comment. Explain the term ASEAN. 12+2=14

J7/1895

(Turn Over)

UNIT—II

3. Define environmental scanning. Explain the Porter's five forces model to analyze competitive forces in an industry environment. 7+7=14
4. (a) Explain the stages of International Product Life Cycle.
(b) Explain, in brief, the PEST and SWOT analysis. 6+8=14

UNIT—III

5. Discuss the various growth strategies normally available at the corporate level. 14
6. Write short notes on the following : 7+7=14
(a) BCG matrix
(b) GE multifactor portfolio matrix

UNIT—IV

7. Define the term turbulent and high velocity market. What are the strategies that can be used for competing in maturing industry? 5+9=14
8. Discuss the strategies to be framed for industry leader with suitable examples. 14

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(Continued)

(3)

UNIT—V

9. Explain the four types of strategic control. Discuss the importance of organization structure and explain the link between structure and strategy. 4+10=14
10. Define functional strategies. Explain issues related to marketing strategies implementation. 4+10=14

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