

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

COMMERCE

( 4th Semester )

Course No. : COM-401 (C)

( Strategic Management )

*Full Marks : 75*

*Pass Marks : 30*

*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 SWOT analysis. Discuss various components of environmental scanning. 5+10=15
2. How is mission of an organization formulated? Explain the basic features of a mission statement. 5+10=15

UNIT—II

3. Explain the term 'strategic choice'. Elaborately discuss various elements of strategic choice. 6+9=15
4. Discuss the important reasons for adoption of merger strategy. Discuss various issues involved in mergers. 10+5=15

UNIT—III

5. "A basic challenge before every organization is that it must have right people, in right time and at right place." Do you agree? Justify your answer. 15
6. Examine various issues involved in formulation of marketing plans and policies. 15

UNIT—IV

7. Discuss various types of organization structure for strategy implementation with their merits and demerits. 15
8. "Organizational design and change affect the managerial decision making of a company." Do you agree? Justify your answer. 15

( 3 )

UNIT—V

9. Critically examine the major international issues involved in strategic management. 15

10. Write notes on any *two* of the following :  
7½×2=15

(a) Production plans and policies

(b) Strategic and operational control

(c) R & D strategy

(d) Strategy implementation

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