

PG Even Semester (CBCS) Exam., May—2018

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 mission. What are the basic elements of a corporate mission? How does mission of an organization vary from goals of the organization? 4+5+5=14
2. What do you mean by global strategy? Discuss the various modes of international entry strategy from the point of view of an MNC. 4+10=14

UNIT—II

3. What is environmental profile? Discuss the major components of SWOT analysis with example. 2+12=14
4. Define organizational diagnosis. Discuss the linkage and relationship between organizational appraisal and strategic advantage analysis. 4+10=14

UNIT—III

5. Discuss the various strategic options available at the business level of an organization operating in diversified fields. 14
6. Write notes on any *two* of the following : 7×2=14
 - (a) Retrenchment strategies
 - (b) Corporate restructuring
 - (c) Product portfolio models

UNIT—IV

7. Highlight the strategy components which will be focussed and entertained by a firm operating in an emerging industry. 14

(3)

8. Discuss the various strategies that can be undertaken by a firm operating in a hyper-competiting industry. 14

UNIT—V

9. Explain, in detail, the various issues involved in formulating R & D plans and policies. 14
10. Write notes on any *two* of the following :
7×2=14
- (a) Strategic control
 - (b) Strategic implementation issues
 - (c) Production strategies

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