

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

M.COM (Sem.-3)
STRATEGIC MANAGEMENT
Subject Code : MCOP-302
M.Code : 72098
Date of Examination : 16-12-22

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.**
3. **Use of non-programmable scientific calculator is allowed.**

SECTION-A

1. What is strategic management process? What are steps involved in it?
2. What is environmental scanning? Explain its role.

SECTION-B

3. Write a detailed note on Michael Porter's industry analysis. Explain various tools used in it.
4. What is core competence? What are its attributes? Distinguish between core competence and competitive advantage.

SECTION-C

5. Define growth strategy. Discuss various variants of growth strategy.
6. Discuss different types of functional strategies in detail.

SECTION-D

7. What is strategy implementation? What is relationship between strategy formulation and implementation?
8. What do you understand by strategic evaluation and control? Why is it essential and who does it?

SECTION-E

9. **Write briefly :**
- a) Corporate Restructuring
 - b) Combination strategies
 - c) Mission and Purpose
 - d) SWOT Analysis
 - e) HR strategy
 - f) BCG matrix
 - g) Strategy curves
 - h) Strategic Review
 - i) SBU
 - j) Core competence.

NOTE : Disclosure of Identity by writing Mobile No. or Marking of passing request on any paper of Answer Sheet will lead to UMC against the Student.