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Paper Code :DMB-206

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**M.Com-7**  
**2<sup>nd</sup> Year Examination, Calendar Batch 2016**  
**Strategic Management**

Time : 3 Hours ]

[ Max. Marks : 100

*Note.* (A) Attempt any **five** questions. (B) Each question carries equal marks. (20\*5)

- Q.1** Consider why it is argued that the increasing utilization of IT by organizations is a cultural issue. How might managers be encouraged to make greater use of technology which is available?
- Q.2** What do you understand by planning gap? Discuss strategic planning in small businesses
- Q.3** Discuss Boston Consulting Group (BCG) Growth share matrix.
- Q.4** What do you understand by strategic creation? Explain changing strategies in detail.
- Q.5** What exactly is a strategy? What have you learned about different perspectives, levels and ways in which they are changed?
- Q.6** What are the opportunity-driven and resource based views of strategy? Where and why are they different? Why is it important for organizations to embrace both views simultaneously?
- Q.7** How have Marks and Spencer sought to attain and maintain competitive advantage? What do you think their objectives might have been?
- Q.8** Explain Environmental threat and Opportunity Profile (ETOP) and organizational capability profile(OCP).