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Paper Code :DMB-206

Roll No.

M.Com-7

2nd Year Examination, Academic Batch 2018

Strategic Management

Time : 3 Hours]

[Max. Marks : 100

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

Q.1. What is meant by a strategy? What are the key elements in the strategic management process?

Q.2. Explain Balanced Scorecard Strategic Advantage Profile (SAP) & Environmental Threat & Opportunity Profile (ETOP).

Q.3. Discuss Boston Consulting Group (BCG) Growth share matrix in detail.

Q.4. What are the different reasons for diversification & acquisition? Discuss effective acquisition strategies.

Q.5. What is value chain analysis? Explain the model with diagram?

Q.6. Differentiate corporate and functional plans. Discuss strategic planning in small businesses.

Q.7. What do you understand by corporate culture? Should the organization have a corporate culture of its own? Discuss.

Q.8. What is strategic information system? What are the different advantages of SIS?