



Term Evaluation (Even) Semester Examination March 2025

Roll no.....

Name of the Course: B Com (H)

Semester: VI

Name of the Paper: Strategic Management

Paper Code: BCH 602

Time: 1.5 hour

Maximum Marks: 50

Note:

- (i) Answer all the questions by choosing any one of the sub-questions
- (ii) Each question carries 10 marks.

Q1.

a. Define strategic management and explain its scope in modern businesses.
OR

b. Explain the different approaches to strategy formulation, including the prescriptive and emergent strategies.

CO 1 (10Marks)

Q2.

a. What is strategic leadership and how does it contribute to organizational success?
OR

b. Explain the concept of strategic change and discuss the key challenges organizations face during its implementation.

CO 2 (10Marks)

Q3.

a. Conduct a SWOT analysis for a company of your choice and discuss its strategic implications.
OR

b. Explain Porter's 5 forces model by taking an example. What is it used for?

CO 3 (10Marks)

Q4.

a. Discuss the different forecasting techniques used in strategic decision making.
OR

b. Why is a well-defined mission statement important for a company? Give an example too.

CO 4 (10Marks)

Q5.

a. Explain the Stakeholder Theory and its relevance in strategic management.
OR

b. Discuss the role of corporate social responsibility in company's strategic decisions.

CO 5 (10Marks)