

**NEW**

**2018**

**M.Com. 4th Semester Examination**

**STRATEGIC MANAGEMENT**

**PAPER—COM-401**

**Subject Code—03**

*Full Marks : 50*

*Time : 2 Hours*

*The figures in the margin indicate full marks.*

*Candidates are required to give their answers in their own words as far as practicable.*

*Illustrate the answers wherever necessary.*

**Unit - I**

**(Marks : 20)**

1. Answer any *two* of the following questions : 2×5
- (a) Explain the terms 'strategic decisions'.
- (b) Discuss Ansoff's growth matrix.

*(Turn Over)*

- (c) Resources play a vital role in gaining competitive advantage. Discuss.
- (d) Business sustainability depends upon the alignment between external and internal environment. Discuss.

2. Answer any *one* of the following : 1×10

- (a) (i) Discuss the steps in strategy formulation process.
- (ii) differentiate between strategic formulation and strategic implementation. 5+5
- (b) (i) Describe the BCG matrix.
- (ii) What are the different components of strategic control ? 5+5

### Unit - II

(Marks : 20)

3. Answer any *two* questions of the following : 2×5

- (a) What do you understand by Corporate Social Responsibility (CSR) ? Is it a compulsion or corporate philanthropy ? 2+3
- (b) Discuss the term 'shareholder activism'.

- (c) Elaborate the role of Board of Directors in the management of companies.
- (d) Mention any four points of merit and demerit of undertaking CSR activities.

4. Answer any one of the following : 1×10

- (a) (i) Explain the term 'corporate governance'.
- (ii) State any five significant aspects incorporated in the new Companies Act. 2013 for achieving better corporate governance practice in India.
- (b) (i) Define CSR Reporting. State any four heads of CSR reporting in Indian perspective.
- (ii) What are the right of shareholders under corporate governance in India ? 5+5

**[ Internal Assessment — 10 Marks ]**

---