

**OLD**

**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) What do you understand by business level strategy ?

(b) Explain the importance of strategic management for businesses.

*(Turn Over)*

- (c) Elaborate the role of corporate strategy.
- (d) Highlight the different sources that give information for environmental scanning.

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

(a) (i) Discuss the meaning and role of environmental scanning.

(ii) What is TOWS analysis ? Explain. (3+3)+4

(b) (i) What do you understand by strategic advantage profile ?

(ii) Explain the term 'business environment'. 5+5

### Unit - II

(Marks : 20)

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

(a) State the factors affecting choice of strategy.

(b) Explain the relationship between resources, competencies and competitive advantage with suitable examples.

(c) Differentiate between concentric and conglomerate diversification.

(d) State, in brief, the causes of experience curve effect.

4. Answer any *one* of the following :

1×10

(a) Explain in the methods and techniques used in strategic control systems.

(b) BCG matrix classifies the business activities into four quadrants—Explain them briefly.

***[ Internal Assessment — 10 Marks ]***

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