

MCom.I Sem.I Oct. 2016
Strategic Management

QP Code :804201

(2 Hours)

[Total Marks : 60

- N. B. :** (1) All questions are **compulsory**.
(2) Figures to the **right** indicate **full** marks.

1. (a) Explain the strategic management process. **15**
(b) Elaborate the business level strategies. **15**
OR
(c) Write a note on Human Resource Strategy. **15**
(d) Discuss the Micro Environmental factors of business. **15**
2. (a) Explain the various stages in the process of merger and acquisition. **15**
(b) Elucidate the GE Nine cell matrix. **15**
OR
(c) What is ETOP? Explain with the help of example. **15**
(d) Explain the modern techniques of controlling. **15**
3. (a) Describe the various forms of corporate restructuring strategies. **15**
(b) What are the problems faced by Indian Strategic Alliances? Explain. **15**
OR
(c) Explain the various governing strategies of PPP model. **15**
(d) What are the limitations of IT strategies? Explain. **15**
4. (a) Fill in the blanks with appropriate options :- **5**
 - (i) _____ strategies involve reduction in the scope of corporation's activities.
(a) Retrenchment (b) Stability
(c) Diversification (d) None of these
 - (ii) A merger between two companies that operates in completely different industry is known as _____ merger.
(a) Concentric (b) Conglomerate
(c) Horizontal (d) Vertical
 - (iii) _____ control is the process by which budgets are prepared for the future period.
(a) MBO (b) PERT
(c) CPM (d) None of these

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- (iv) Overdependence on _____ makes everyone less active and less innovative.
 (a) Biotechnology (b) Information technology
 (c) Chemotechnology (d) None of these
- (v) _____ is/are mental coping strategies in disaster.
 (a) Make fit (b) Accept reality
 (c) Share feelings (d) All of these
- (b) State whether the following statements are True or False :- 5
- (i) Political Environment in a country influences the legislature, Executive & Judiciary system.
 (ii) A Joint Venture is a permanent business arrangement between two different companies.
 (iii) Strategy implementation is the translation of chosen strategy into organisational action to achieve the goals.
 (iv) Balance scorecard is a recent technique of strategic control.
 (v) According to government initiatives in make in India 4 D's means Durability, Dependence, Division & Diplomacy.
- (c) Match the column :- 5
- | Group 'A' | Group 'B' |
|------------------------|---|
| (1) Marketing strategy | (a) Pradhan Mantri Mudra Yojna |
| (2) ETOP | (b) CRM |
| (3) BCG matrix | (c) Environmental threats & opportunities |
| (4) Strategic Alliance | (d) Developed by Bruce Henderson |
| (5) Make in India | (e) Franchising |
- OR**
- (c) Write short notes on (any three) :- 15
- (a) Reasons for growth of BPO in India.
 (b) Steps in Process Reengineering
 (c) Strategies for managing & preventing disasters.
 (d) Make in India model.
 (e) Start-up business strategies.

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