Roll No…….. **Total No. of Printed Pages: [01]**
Total No. of Questions: [11]

M.Com. (Semester – 3rd)
STRATEGIC MANAGEMENT
Subject Code: MCOM1311
Paper ID: [210113]

Time: 03 Hours **Maximum Marks: 60**

Instruction for candidates:

1. Section A is compulsory. It carries 16 marks. It consists of 4 questions of 4 marks each.
2. Section B consist of 4 questions of 8 marks each. The student has to attempt any 3 questions out of it.
3. Section C consist of 3 questions of 10 marks each. The student has to attempt any 2 questions.

Section – A **(4 marks each)**

Q1. Define Strategic Management.

Q2. What is Value Chain Analysis?

Q3. Define BCG Matrix.

Q4. How does leadership and corporate culture impact the successful implementation of strategic plans within an organization?

Section – B **(8 marks each)**

Q5. Write a detailed explanation of the Environmental Scanning Techniques ETOP, QUEST, and SWOT (TOWS).

Q6. What are the organizational capabilities in various functional areas in strategic management?

Q7. Briefly explain about Retrenchment and Combination Strategies.

Q8. What is Industry Level Analysis? Explain Porters' Five Forces Model in detail.

Section – C **(10 marks each)**

Q9. How do the Political, Economic, Social, and Technological components of the environment impact strategic decision-making in organizations?

Q10. What are the different types of strategic control techniques? How do you use the Balanced Score Card to track an organization's strategy?

Q11. What is the role of organizational structure and leadership in strategy implementation?