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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?