



B.Com. (Semester – VI) (New Course) Examination, April 2017
Major – 3 : BUSINESS MANAGEMENT
Strategic Management

Duration : 2 Hours

Max. Marks : 80

- Instructions :** 1) **All** questions are **compulsory**, however **internal** choice is available.
2) Answer **any four** sub-questions from Question I and II, in **not more than 100 words each**.
3) Answer questions from Question III to VI, in **not more than 400 words each**.
4) Figures to the **right** indicate **maximum** marks.

I. Write short notes on **any four** of the following : (4×4=16)

- a) Stability strategies.
- b) Reasons for growth.
- c) Indicators of growth.
- d) Combination strategies.
- e) Related diversification.
- f) Unrelated diversification.

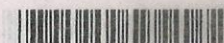
II. Write short notes on **any four** of the following : (4×4=16)

- a) Cost leadership strategy.
- b) Outsourcing.
- c) Stages of globalization.
- d) First mover advantage.
- e) Barriers to change.
- f) Dimensions of change.

III. A) Explain the types of Turnaround and Retrenchment strategies and the reasons why firms pursue them. 12

OR

B) Explain the various types of integrative growth strategies used by organizations. 12



SSK – 16

IV. A) Define Mergers and Acquisitions. Explain the various types of Mergers. 12

OR

B) Explain in brief Offensive and Defensive Strategies. 12

V. A) Explain differentiation and focus as generic competitive strategies. 12

OR

B) Define globalization. Briefly explain the factors favouring globalization and the obstacles to globalization. 12

VI. A) Explain the various strategies of globalization. 12

OR

B) Explain the important steps in the implementation of strategic change. 12
