

B.Com. (Semester - VI) Examination, April/May 2019
Major-3 : BUSINESS MANAGEMENT (New Course)
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 Question 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) Retrenchment Strategies
- b) Indicators of Business growth
- c) Intensive growth strategies
- d) Types of Mergers
- e) Diversification
- f) Synergy.

II. Write short notes on **any four** of the following :

(4×4=16)

- a) Defensive strategies
- b) Differentiation as a Generic competitive strategy
- c) First mover advantage
- d) Outsourcing
- e) Dimensions of change
- f) Stages of globalization.

III. A) What are stability and combination strategies ? Explain the various reasons why organizations use them.

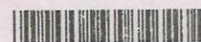
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OR

B) What is business growth ? Explain the risks and reasons for growth.

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- IV. A) Explain integrative growth strategies with appropriate examples. 12
- OR
- B) Distinguish between Mergers and Acquisitions. 12
- V. A) Explain Cost Leadership and Focus as Generic competitive Strategies. 12
- OR
- B) What is globalization ? Briefly explain the factors favouring globalization. 12
- VI. A) Explain Licensing, joint ventures and franchising as strategies of globalization with appropriate examples. 12
- OR
- B) Explain the important steps in the implementation of strategic change. 12