

**CARMEL COLLEGE OF ARTS, SCIENCE & COMMERCE FOR WOMEN, NUVEM-GOA**  
**B.Com CBCS Semester VI (Regular) Examination,**  
**July/August 2021**

**Subject Code: UCOD123**

**Subject Name: Strategic Management**

**Total marks: 30**

**Duration: 2 Hours**

**Total No of Pages: 01**

*Instructions: 1. All questions are compulsory*

*2. Figures to the right indicate marks*

Q1. Answer **any five** of the following questions.

**(5×2=10 marks)**

- a) Explain the advantages of Strategic Management.
- b) Discuss the different elements of a Mission.
- c) Elaborate on Kenichi Ohmae's Four Routes to Strategic Advantage.
- d) Explain the steps involved in Strategic Evaluation.
- e) What is Corporate Level Strategy?
- f) Differentiate between Strategic Management and Operational Management.
- g) Explain the characteristics of Objectives.
- h) What do you mean by Balanced Scorecard?

Q2. Answer **any four** of the following questions.

**(4×5=20 marks)**

- a) Explain the process of Strategic Management.
- b) Elaborate on the factors of Internal Environment.
- c) What does the BCG Analysis state?
- d) State and Explain the approaches to Strategic Implementation.
- e) Explain Michael E Porter's Five Force Analysis.
- f) What is Strategic Control? Explain the techniques of Strategic Control.

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