

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.
