

**M.Com (Semester III) Examination, January 2021**

**COO 322: STRATEGIC MANAGEMENT (OA-18 A)**

Duration: 2 Hours

Max. Marks: 60

Instructions: 1) This paper consists of **nine** questions

2) Question No.1 consists of **5 compulsory** questions of **2 marks** each

3) Answer **any 5** questions from Question **2,3,4,5,6,7,8 and 9**

4) Figures to the **right** indicate **marks**.

- Q1) Answer the following questions. (5x2=10)
- a) State and explain any two types of Positioning Approaches.
  - b) List four features of a Mission Statement.
  - c) What do you understand by 'Cash Cow' and 'Question Mark' in BCG Matrix?
  - d) What is a Strategic Business Unit (SBU)?
  - e) What is Big Data Analytics?
- Q2) What is Strategic Management? Draw a diagram showing the Strategic Management process and explain. (2+8=10)
- Q3) Explain the Techniques of Strategic Evaluation and Control. (10)
- Q4) Elaborate the levels of Strategic Change and the implications of each for Strategy Implementation. (10)
- Q5) "The top management has to design, select and develop a number of General Strategy Alternatives". What are the different ways in which these Strategic Alternatives can be classified? (10)
- Q6a) "Strategy Formulation affects Strategy Implementation". Discuss. (5)
- b) Explain different types of Strategic Control. (5)
- Q7) Elaborate the fundamental approaches to implementing strategies suggested by David Brodwin and L.J. Bourgeois. (10)
- Q8) "In order to perform Environmental Analysis efficiently and effectively, it is important for a manager to understand how organisational environments are structured". Discuss (10)
- Q9 a) Discuss the Generic Strategies suggested by Michael Porter. (6)
- b) Write a short note on Individual Level Strategy (4)

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