

Total No. of Printed Pages:2

**T.Y.B.Com (CBCS) Ordinance (Semester VI)**  
**EXAMINATION MAY 2023**  
**Business Management - Strategic Management**

[Time: 2 Hours]

[Max. Marks:80]

- Instructions:** 1) All questions are compulsory. However **internal choice** is available.  
2) Answer sub-questions in Question 1 and Question 2 in not more than 100 Words **each**  
3) Answer Question 3 to 6 in **not** more than **400** words.  
4) Figures to the **right** indicate **maximum** marks.

- Q1 Answer **any four** of the following: (4x4=16)
- Functional level of strategy.
  - Formulation stage of strategic
  - Planning process. Meaning of strategic management.
  - Characteristics of objectives.
  - Political and Legal environment of business.
  - Meaning of vision.
- Q2 Answer **any four** of the following: (4x4=16)
- Bargaining power of buyers and suppliers.
  - B.C.G Matrix.
  - Market attractiveness and Business strength in GE nine cell matrix.
  - Six sigma.
  - Strategy implementation.
  - Balanced scorecard.
- Q3 a. Explain the advantages and limitations of strategic management. 12
- OR**
- b. Distinguish between strategic management and operational management. 12

UCOD123

Q4 a. What is environmental analysis? Explain the factors in the internal environment of business. 12

OR

b. What is mission statement? Explain the characteristics of mission statement. 12

Q5 a. Explain the SWOC analysis. 12

OR

b. Explain Kenichi Ohmae's four routes to strategic advantage. 12

Q6 a. Explain the approaches in strategic implementation. 12

OR

b. What is strategic control? Explain the techniques of strategic control. 12