PG (Even) Semester Examination, September, 2023

COMMERCE

(4th emester)

Course No.: COMCC-401

(Strategic Management)

Full Marks: 70

Pass Marks: 28

Time: 3 hours

The figures in the margin indicate full marks for the questions.

Answer any five questions, taking one from each unit.

UNIT-I

1. What is strategic management? How do you consider strategic management is a process? Explain what is strategic intent? 3+6+5=14

2. What do you understand by vision and mission? Discuss, in detail, the Global Strategic Management with suitable example. 7+7=14

UNIT-II

3. What is Environmental Scanning / Diagnosis? Discuss ETOP analysis. 7+7=14

4. What is International Product Life Cycle (IPLC)? Discuss Michael Parter's Diamond Framework. 6+8=14

UNIT-III

5. What is Corporate Restructuring? Discuss in detail the Evaluation of Strategic Alternatives. 4+10=14

6. What is BCG Matrix? Explain the chief properties of BCG Matrix? What are its uses and limitations? 4+4+6=14

UNIT-IV

7. Write notes on (any two) : 7x2=14

   (i) Emerging Industries

   (ii) Competitive Industries

   (iii) Fragmented Industries

   (iv) Declining Industries

8. What is strategic leadership? What is the role of leadership in strategic management? Illustrate your answer taking a few contemporary examples. 4+5+5=14

UNIT-V

9. What do you mean by strategic implementation? What are the important issues involved in it? Name the steps involved in strategy implementation. 5+6+3=14

10. Why Resource Allocation is a vital part of strategy? Explain with suitable examples. What is R&D in relation to strategy? 10+4=14

*****