2024/SEM/EVEN/03/11/COM-401/079

PG Even Semester Exam, 2024

Commerce

4th Semester

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 five questions, taking one from each Unit

UNIT-I

1. Discuss the strategic role of Board of Directors and Top management. 14

2. Write notes on: 7+7=14

   a. Strategic Flexibility
   b. Learning organisation

UNIT-II

3. a. Discuss the concept of "Analysis of operating Environment". 7

   b. Discuss the steps normally followed for analysis of Operating Environment. 7

Turn over

4. a. Highlight the scope of organizational Appraisal. 7

   b. Write a note on the importance of Strategic Advantage Analysis & Diagnosis. 7

UNIT-III

5. Discuss the different strategic options available to a strategist at corporate level during the life cycle of Business. 14

6. a. Compare and contrast between BCG Matrix and GE Matrix. 7

   b. Mention the necessity of these matrices. 7

UNIT-IV

7. It is observe that leaders and runner-up follow different strategies. 7+7=14

   State the strategies for

   a. Leadership strategy of business

   b. Runner-up strategy of Business

8. Write notes on- 7+7=14

   a. Strategies for Competitive industries

   b. Strategies for Maturing Industries

UNIT-V

9. Discuss the issued to be factored by a strategist while allocating resources for long term purpose for his organization. 14

10. a. Discuss the features of R&D strategy. 7

    b. Highlight the scope Finance strategy. 7

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