2024/SEM/EVEN/03/11/COM-651/069

PG Even Semester Exam, 2024

Commerce

4th Semester

COURSE NO. COM - 651

[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. Write the steps generally followed in strategic management process. List the factors that influence the strategic management process. 9+5=14

2. Write notes on any two:- 7x2=14
   a. Strategic Intent
   b. Strategic fit
   c. Strategic stretch

UNIT-II

3. State the concept of International Product life cycle. Discuss its necessity for the strategist. 10+4=14

Turn over

4. Compare and contrast between:- 7x2=14
   a. ETOP and TOWS
   b. PEST and SWOT

UNIT-III

5. Critically examine Porter's competitive strategy. 14

6. a. Discuss the necessity of Global competitive alignment. 5
   b. Describe in brief the steps usually followed for Mapping competitiveness shift. 9

UNIT-IV

7. Explain in brief the different types of 'Entry Model' that a strategic Manager can adopt. 14

8. Discuss the strategies followed in case of the following industries: 7+7=14

   a. Fragmented Industries

   b. Turbulent Industries

UNIT-V

9. a. Highlight the importance of the organization design for strategy implementation. 7

   b. State why strategic change is a concern for the strategists 7

10. a. Trace the relationship between strategy and culture. 4

    b. Highlight the barriers to strategy implementation. 10

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