PG Even Semester Exam, May 2025

Commerce

4th Semester

COURSE NO. COM - 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. Write notes on: 7+7=14
   a. Mission
   b. Vision
2. Discuss the role of Strategic management. Also highlight the role of Board of Directors in strategic management. 7+7=14

UNIT-II

3. What is Global Environment Analysis? Identify the issues that are usually considered for Global Environment Analysis? 5+9=14
4. Write note on : 7+7=14
   a. International Product Life Cycle
   b. SWOT Analysis

UNIT-III

5. Write the features of : 7+7=14
   a. Growth strategy
   b. Stability strategy
6. Write the utility of BCG Matrix. 14

UNIT-IV

7. Write the issues that a business house is likely to encounter in Emerging Industry. Also mention how to handle those situations. 7+7=14
8. Write notes on: 7+7=14
   a. Leadership strategy
   b. Followers strategy

UNIT-V

9. Discuss the steps followed in managing strategic changes. 14
10. Planning and allocating resources under strategic management require special care and attention: Discuss the statement. 14

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