# PG Even Semester Exam, May 2025

## 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 notes on any two: 7+7=14
   a. Growth Strategy
   b. Stability Strategy
   c. Retrenchment Strategy
2. Write a critical note on Role of Board of Directors and Top Management in the context of Strategic Management of a Company. 14

### UNIT-II

3. One of the main functions of the Strategic Manager is to design scenarios for the Business house- In this context elaborate on necessity of constructing scenarios. Also highlight the steps involved. 7+7=14



4. Explain Michael Porter's Diamond Framework. Mention its necessities too. 10+4=14

### UNIT-III

5. What is Competitive Advantage? Describe in brief the steps usually followed for achieving Competitive Advantage by a business house. 3+11=14
6. Strategic option at Business Level is similar to strategic options at Corporate Level- Do you agree or disagree to this statement. Give justification in support of your answer. 14

### UNIT-IV

7. Describe the Strategies normally followed in case of following industries: 7+7=14
   a. Emerging Industries
   b. Declining Industries
8. What is Strategic Leadership? Write the significance of Strategic Leadership. 5+9=14

### UNIT-V

9. Implementation of strategy can also be done through organization design'- Elucidate with examples. 14
10. Write short notes on: 7+7=14
    a. Managing Strategic Change
    b. Managing Strategic Control

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