REV-00 MCM/03/08

2017/08

M. COM Fourth Semester (Repeat) STRATEGIC MANAGEMENT (MCM – 401)

Duration: 3Hrs.

Full Marks: 70

Part-A (Objective) =20 Part-B (Descriptive) =50

(PART-B: Descriptive)

Duration: 2 hrs. 40 mins.

Marks: 50

Answer any *four* from *Question no.* 2 to 8 *Question no.* 1 is compulsory.

1. Explain the various phases and benefits of strategic management.	(10)			
2. Define strategy. Mention the various types of strategies in a business firm. (2+8=10)				
3. What is Corporate Governance? Explain the various roles and responsibilities of				
Board of Directors.	(2+8=10)			
4. Write short notes on:	(5+5=10)			
a) HRM Strategy				
b) Functional Strategy				
5. What is strategic implementation? Explain in brief about the process of strategic				
implementation.	(2+8=10)			
6. Explain briefly about:	(5+5=10)			
a) Concentric diversification				
b) Conglomerate diversification				
7. What do you mean by BCG Matrix? Explain in brief about BCG Matrix.	(2+8=10)			
8. Briefly explain about:	(5+5=10)			
a) Five step feedback model				
b) Types of controls				

REV-00 MCM/03/08

M. COM
Fourth Semester (Repeat)
STRATEGIC MANAGEMENT
(MCM – 401)

Duration: 20 minutes (PART A - Objective Type)	Marks – 20
I. Choose the correct answer:	1×20=20
 Strategic planning is about: a. Strategic thinking b. Strategic programming c. Tactical planning d. Portfolio Planning 	
 2. Five forces model is used for analysis. a. competitor b. organizational c. industry d. corporate 	
 3. Which of the following term is not a part of the BCG model? a. Star b. Cash cow c. Cat d. Dog 	
 4. As per "BCG" model "Hold" strategy is used for: a. Dogs b. Stars c. Question Marks d. Cash cows 	
5. is based on the assumption that the future will be just like the pa	st.

a. Delphi forecasts

- b. Econometric models
- c. Linear regression
- d. Scenario forecasts

6. Strategic management is

- a. Pure science.
- b. Based mainly on intuition.
- c. Based on the use of quantitative and qualitative information.

d. None of the above.

- 7. Growth strategy requires that a firm should: a. Acquire new firm. b. Go for new product development. c. Expand the market. d. None of the above.
- 8. Cost leadership strategy is related to: a. Corporate Strategy b. "SBU" Strategy c. Functional Strategy d. None of the above
- 9. Which of the following strategy is regarded unfair?
 - a. Collusion

2017/08

- b. Strategic alliance
- c. Differentiation
- d. Turnaround strategy
- 10. Which of the following relationship strategies result into forming of a new organization?
 - a. Strategic alliance
 - b. Partnership
 - c. Joint venture
 - d. None of the above
- 11. Which analysis helps to understand the strength and weaknesses of a firm? a. Environmental analysis
 - b. Business analysis
 - c. Swot analysis
 - d. None of the above
- 12.Corporate governance is about a. Satisfying the government. b. Satisfying the stakeholders. c. Compliance with regulatory regime. d. None of the above.
- 13. The theory of business of an organization is embodied in:
 - a. vision b. mission statement c. objectives d. policies
- 14. Which business unit generates substantial cash surpluses due to low industrial growth rate and high market share? a. Dog b. Cash cow

 - c. Ouestion Mark
 - d. Star

15.A value chain's primary activities include all of the following EXCEPT:

a. marketing and sales

- b. human resources
- c. operations

d. service

16. The "balanced scorecard" supplies top managers with a _____ view of the business. a. Detailed and complex

- b. Simple and routine
- c. Fast but comprehensive
- d. All of the above

17. The primary focus of strategic management is:

a. Strategic analysis

- b. The total organization
- c. Strategy formulation
- d. Strategy implementation

18. The BCG relative market share serves as a measure of company______
a. strength in the market
b. sales
c. diversification
d. success

- 19. Which is not a global entry strategy?
 - a. Exporting

b. Joint venture

- c. Merger and acquisition
- d. Blue ocean strategy

20.Strategic audit is extremely useful as a _____ tool to point out problem areas of a business organization.

a. Diagnostic

- b. Corrective
- c. Both a & b
- d. None of the above



University of Science and Technology, N	Date Stamp:		
ESSION 2016-17	San Startes		
OURSEPAPER CODE:			
IAME OF THE PAPER:			
EMESTER			
	1000		
Instructions to Candidates	For Objective		Session: 2016-17
1. This answer booklet has 4 pages. Please check before	Type Questions		Course
writing whether it is complete or in good condition.	Page No.	Marks	Course
2. Do not write your name anywhere in the answer booklet.			Roll No
3. Write legibly on both sides of the paper			Enrollment No.
4. You may use some space for any rough notes or calculation		1.1.1.1	Semester
on the answer booklet if you need. These rough notes,			Semester
calculations must be scored out before submitting the answer			Name of the Paper
booklet.			
5. Do not bring any book or loose paper in the examination			
hall.	Total		Paper Code
6. Do not tear any page from the answer booklet.	For Descriptive Type Questions		
7. Do not write anything on the question paper or blotting	Question No. Marks		
paper or any pieces of paper while you are in the examination			
hall.			
8. Any act of indiscipline or misbehavior in the examination hall			
will result in your expulsion.			
9. No examinee is allowed to leave the examination hall until			
30 minutes lapse after the commencement of the examination.			
10. Additional answer sheet will be supplied after the main			
answer booklet is completed.			
	Total		
	Grand Total		

Scrutinizer's Signature