

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

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Duration: 20 minutes

Marks – 20

(PART A - Objective Type)

I. Choose the correct answer:

1×20=20

1. 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 past.
 - 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
 - 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. Question Mark
 - d. Star

