

M.Com HPP (AAA) Semester-2 Examination**CC 7****Strategic Management****April-2024****Time : 2-30 Hours]****[Max. Marks : 70**

Q.1 What is 'Five forces Concept' extended by Michael Porter? Explain the evolution of industry forces concepts. **14**

OR

Q.1 what is BCG matrix? And why BCG matrix on its own cannot be termed as a complete measure of ascertaining firms competitive advantage **14**

Q.2 Explain in detail the 'Generic Strategies concept' and how does it perform when industry forces are in play. **14**

OR

Q.2 Elaborate on the important elements and types of Expansion Strategies and what are the crucial decisions a marketer has to make while deciding on a particular expansion strategy. **14**

Q.3 Define Strategic Choice and Explain the Process of Strategic Choice. **14**

OR

Q.3 What is Strategic Analysis? Describe in detail any 2 techniques of Strategic Analysis. **14**

Q.4 Write in detail about Strategic Control and Operational Control and Explain the types of Strategic Control. **14**

OR

Q.4 Explain the forms of Organisation Structure. **14**

Q.5 Multiple choice questions. (Attempt any 7 out of 12) **14**

1. Developing a vision and mission, identifying an organization's external opportunities and threats, and determining internal strengths and weaknesses are all _____ activities.
- strategy-formulation
 - strategy-implementation
 - long-range planning
 - short-range planning

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2. _____ is adding new, unrelated products or services for present customers.
 - a. Concentric diversification
 - b. Horizontal diversification
 - c. Conglomerate diversification
 - d. Product development
3. Two reasons for mergers and acquisitions are:
 - a. to increase managerial staff and to minimize economies of scale.
 - b. to reduce tax obligations and increase managerial staff.
 - c. to create seasonal trends in sales and to make better use of a new sales force.
 - d. to provide improved capacity utilization and to gain new technology.
4. Which strategy would be effective when the new products have a counter cyclical sale pattern compared to an organization's present products?
 - a. Forward integration
 - b. Retrenchment
 - c. Horizontal diversification
 - d. Market penetration
5. Strategist's attitude to risk is a determining subjective factor in _____.
 - a. Strategic Choice
 - b. Strategy Implementation
 - c. Strategic Plan
 - d. None
6. Strategic Plan is also known as _____.
 - a. Corporate Plan
 - b. Perspective Plan
 - c. Group Plan
 - d. All of the above
7. As per research, Strategy Implementation is much more _____ than Strategy Formulation.
 - a. easier
 - b. difficult
 - c. average
 - d. None
8. Under SWOT Analysis, which are included in the External Environment??
 - a. Strengths & Weaknesses
 - b. Weaknesses & Threats
 - c. Opportunities & Threats
 - d. Strengths & Opportunities
9. In GE nine cell matrix, which are the parameters used ??
 - a. Market attractiveness
 - b. Business strength
 - c. Penetration
 - d. Both a) and b)
10. Who is most responsible for developing, communicating, and enforcing the code of business ethics for a firm?

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- a. Strategists
- b. Line managers
- c. Staff managers
- d. All managers

11. Conducting research, integrating intuition with analysis, and making decisions are all _____ activities.

- a. strategy-formulation
- b. strategy-implementation
- c. long-range planning
- d. short-range planning

12. An organisation's mission can be defined as:

- A) The overriding purpose in line with the values or expectations of stakeholders.
- B) The overriding purpose regardless of the values or expectations of stakeholders.
- C) The organisation's business plan.
- D) The desired future state of the organisation.
