

M.Com 4th Semester Examination, 2021

Strategic Management

Paper: COM 4016

Time: 3 hours

Marks :80

1. Answer any **8 (eight)** questions from the following (within 50 to 75 words each) (5x8=40)
 - a) What type of role does vision play in strategic formulation?
 - b) What is the role of organizational mission in strategy formulation?
 - c) What is the relevance of strategic intent?
 - d) What is the importance of SWOT analysis in strategic management of an organization?
 - e) Discuss the relative benefits of vertical integration.
 - f) Discuss the conditions under which business restructuring should be undertaken?
 - g) What do you understand by structural implementation of a strategy?
 - h) What type of role is played by strategic control in strategic management process?
 - i) Write a note on the role of Board of Directors.

2. Answer any **4 (four)** questions from the following (within 100-150 words each) (10x4=40)
 - a) Discuss the situations under which an organization should go for expansion in the same line of business. What are the various issues involved in expansion strategy? 5+5=10
 - b) What are the shortcomings of generic business strategies proposed by Porter? To what extent is hybrid strategy relevant? 5+5=10
 - c) What is the logic behind blue ocean strategy? In what ways does it differ from generic business strategies? 6+4=10
 - d) "Costs have a strong implication in having a competitive advantage for organizations." In this context describe what are the sources of cost advantages for a firm. 10
 - e) Critically analyse the relevance of Nine grid matrix cell in strategic analysis. 10
