

Roll No. \_\_\_\_\_

**PGIIS-N 1153 A-2K13**

**M.Com. IInd Semester (CBCS) Degree Examination**

**Commerce**

**(Strategic Management)**

**Paper - HC-2.1**

**(New)**

Time : 3 Hours

Maximum Marks : 80

***Instructions to Candidates.***

*Attempt all sections.*

**Section - A**

1. Answer all sub-questions. Each sub-question carries 2 marks. (2×10=20)
- What is the concept of strategy?
  - What is Mission?
  - What do you mean by concept of environment?
  - What is strategic decision making?
  - What are the different levels at which strategy operates?
  - What do you mean by Joint venture?
  - What do you mean by functional strategy?
  - What is diversification strategy?
  - What is Globalisation?
  - What is knowledge management?

**Section - B**

Answer any three questions Each question carries 5 marks.

(3×5=15)

2. What do the economic environment consists of?

3. Explain in brief the strategic Business Unit?
4. What is meant by organisational appraisal?
5. What is value-chain analysis?
6. Why is a conglomerate or unrelated diversification strategy is adopted.

**Section - C**

Answer any **three** questions. Each question carries **15** marks.

**(3×15=45)**

7. Describe the business environment and its components.
8. Discuss concentration strategy and describe its advantages and limitations.
9. Describe the G.E nine cell matrix technique used for analysing corporate portfolio.
10. Distinguish between vertical and horizontal structures. How does strategy affect structure?
11. Write the importance of strategic evaluation and discuss the different types of techniques used for operational control.