

Total No. of Questions : 4]

SEAT No. :

P3350

[Total No. of Pages : 2

[4864] - 1002

M.Com. (Semester - I)

Strategic Management (Compulsory)
(2013 Pattern) (Credit System)

Time : 3 Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*

Q1) Define the term 'Strategic Management'. Explain the nature & features of 'Strategic management'. **[14]**

OR

What is 'Business Environment'? Explain the external factors affecting business environment. **[14]**

Q2) What is strategic planning? Explain the steps of strategic planning. **[14]**

OR

What is 'Strategic Alternatives'? Explain in detail the strategic alternatives at company level. **[14]**

Q3) a) What is 'Strategy Implementation'? Describe the issues in strategy Implementation. **[7]**

OR

b) Explain the need and objectives of financial strategy. **[7]**

c) Explain the need and importance of marketing strategy **[7]**

OR

d) Write a detail note on Total quality Management. **[7]**

Q4) Write short notes (Any Two) **[8]**

a) Business Process Re-engineering.

b) Organisational Structures

c) Company's Goals

d) Selection of suitable corporate strategy.

RRRRR

P.T.O.