



RPN – 22

M.Com. (Semester – I) Examination, November 2017
COC – 105 N : BUSINESS POLICY AND STRATEGIC MANAGEMENT
(OA – 18)

Duration : 3 Hours

Total Marks : 60

- Instructions:** 1) This paper consists of 9 questions carrying equal marks.
2) Question No. 1 consists of 5 compulsory question of 2 marks each.
3) Answer any 5 questions from questions 2, 3, 4, 5, 6, 7, 8 and 9.
4) Each questions carries 10 marks. Figures to the right indicates marks.

1. Answer the following questions in brief : (5×2=10)
- a) Strategic Audit
 - b) Value Chain Analysis
 - c) Retrenchment strategy
 - d) Composition of Corporate Culture
 - e) Characteristics of a mission statement.
 - f) Strategic Audit.
2. a) What is strategic decision making ? 2
b) Enumerate issues related with strategic decision making. 8
3. Enumerate the elements of strategic management process. 10
4. Describe the different elements that constitute the evaluation process of operational control. 10
5. Enumerate any 5 sources of information for environmental scanning. 10
6. What are the four alternative corporate level strategy ? Quote examples to explain each of these strategies. 10
7. Discuss the statement "Related diversification is an attractive corporate strategy as it offers the best of both the worlds". 10
8. a) Define the term "Strategy Evaluation and Control". 2
b) Discuss any 5 importance of strategy evaluation and control. 8
9. Define the term "Strategy Implementation". Enumerate any 5 characteristics of strategy implementation. 10