



SRN – 18

M.Com. (Semester – I) Examination, April 2017
COC105 – BUSINESS POLICY & STRATEGIC MANAGEMENT (OA-18)

Duration : 3 Hours

Max. Marks : 60

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

1. Answer the following questions in brief : (5×2=10)
 - a) What is Strategy Formulation ?
 - b) Explain the concept of Positioning Strategy.
 - c) What do you mean by Business Objectives ?
 - d) Explain the types of Strategic Changes.
 - e) What is the significance of framing a Business Policy ?
2. Enumerate the issues connected with strategy formulation and implementation. 10
3. a) Explain Measurement of Performance as a step in process of strategic evaluation and control. 4
b) Elaborate on traditional and modern approaches to strategy. 6
4. Formulation of goals is the base root of success of any business. Comment. Also highlight the significance of framing multiple objectives. 10
5. What is strategic audit ? What is the significance of strategic audit ? 10
6. Describe in detail the management control system. Give practical examples. 10
7. Explain in detail the following Techniques of Strategic Evaluation : 10
 - a) SWOT analysis
 - b) PEST analysis
8. Evaluate the contribution of BCG Metrics in portfolio analysis. 10
9. Environmental analysis is the base of strategic management. Support the statement with an appropriate construct. 10