

MCO-023

MASTER OF COMMERCE (MCOMOL)

STRATEGIC MANAGEMENT

Time: Three Hours

Maximum Marks: 100

Note: There are three Sections—A, B, C. All Sections are compulsory. Section A is Short answer type questions. Section B is Medium answer and Section C is Long questions.

Section-A ( $5 \times 4 = 20$ )

Note: Attempt any five questions. Each question carries equal marks.

1. Differentiate between strategy and policy.
2. Why is strategy important for company's growth?
3. What is strategic intent? Discuss the steps of strategic Intent.
4. What is mission? How is mission different from vision?
5. Is global environment analysis more complex than the analysis of domestic environment? Justify.
6. Differentiate between operational and strategic control.
7. Explain the concept of differentiation strategy.

Section-B ( $5 \times 10 = 50$ )

Note: Attempt any five questions. Each question carries equal marks.

8. Explain external environment analysis with two recent examples.
9. Explain briefly the five forces framework and use it for analyzing competitive environment of any industry of your choice.
10. Identify the difference of various comparison standards and explain how they can be important for internal analysis.
11. What are the different dimensions which need to be considered while formulating a competitive strategy?
12. Explain BCG's Growth-share matrix. What are its limitations?
13. What is the importance of structure for the evaluation of strategy? What are the advantages of profit centres?
14. Discuss the different models of corporate governance.

Section–C (2×15=30)

Note: Attempt any two questions. Each question carries equal marks.

15. What do you understand by corporate culture? Should the organization have a corporate culture of its own? Discuss.
16. Under what circumstances do organizations pursue stability strategy? What are the different approaches to stability strategy?
17. What are the purpose of transfer pricing ? Throw a light on merits and demerits of transfer pricing.