RI-0815
M. Com. (Integrated) (Sem. IX) Examination
March / April - 2017
Strategic Management - I

Time : 2 Hours] [Total Marks : 50

Instructions :

(1) Figures to the right indicate full marks of the question.

1 Answer in brief : 10

(1) What do you mean by the mission ?

(2) What do you mean by the environmental analysis ?

(3) What do you mean by the Integration ?

(4) What do you mean by the take over ?

(5) What do you mean by the Turnaround strategy ?

2 Explain any two functional level strategies. 13

OR

2 Explain strategic business unit strategies. 13

3 Explain “Organizational appraisal is necessary.” 13

OR

3 Explain environment scanning in detail. 13

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4 Write short notes: (any two)

(1) Process of strategic choice industry

(2) Diversification strategy

(3) Liquidation strategy

(4) Value chain analysis.