

Total Pages - 02 (Two)

PKC/PG/IVS/COM-401

(02)

2017

M. Com.

4th Semester Examination

BUSINESS POLICY AND STRATEGIC MANAGEMENT

PAPER – COM – 401

Full Marks : 50

Time : 2 Hours

The figures in the right-hand margin indicate full marks.

Candidates are required to give their answers in their own words as far as practicable.

UNIT – I

1. Answer any two of the following questions. 5x2

- a) Explain the meaning of environmental scanning.
What are the different sources of information? 3 +2
- b) Explain the term SWOT analysis. Why it is necessary? 3 +2
- c) What do you mean by the term Vision and Mission Statement?
- d) Write a short note on Core Competency .

2. Answer any one of the following questions. 10x1

- a) Explain the strategic management process.
- b) Describe the role of Audit Committee in improving the standard of governance in an organization. Explain various components in corporate governance. 5+5

(Turn Over)

UNIT – II

3. Answer any two of the following questions. 5x2

- a) What are the differences between operational control and strategic control?
- b) Discuss any performance measure that can be used for strategic control.
- c) What do you mean by corporate portfolio analysis?
- d) Distinguish between strategy formulations and strategy implementation.

4. Answer any one of the following questions. 10x1

- a) Discuss the BCG Matrix as a tool for corporate portfolio analysis.
- b) Write down the process of strategic implementation and what do you mean by value chain analysis. 6+4

(Internal Assessment: 10 marks)