

**Master of Commerce Examination (M.Com.) : May 2016**  
**Semester: I (Center For Distance Education)**

Day & Date	Semester	Subject Name	Time	Code
Monday 09/05/2016	I	Strategic Management	11:00 AM To 02:00 PM	100002

**Instructions:** 1) Attempt any five questions.  
2) All questions carry equal marks.

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- Q.1** What is a strategy? Discuss the levels at which strategy operates. **20**
- Q.2** Discuss in detail SWOT analysis with the help of suitable examples. **20**
- Q.3** Examine the detail the components of external environment of a business organization. **20**
- Q.4** Explain giving examples merger and acquisitions as a strategic choice of business organization. **20**
- Q.5** Explain Michael Porter's five force model. **20**
- Q.6** Discuss the marketing strategies of a business organization giving suitable examples. **20**
- Q.7 Write short notes on any two:** **20**
- a. Vision and Mission
  - b. Economic Environment
  - c. Strategic business unit
  - d. Disinvestment strategy