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1 PG DODL COM 6B

2019

(August)

COMMERCE

Paper : 106-B

(Strategic Management)

Full Marks : 80

Time : Three hours

The figures in the margin indicate full marks for the questions.

1. (a) What do you understand by strategic management? What are the elements of the strategic management? Describe.
- 6+10

Or

- (b) Explain the concept of core competencies? When are core competencies called distinctive competencies?
- 10+6

Contd.

2. (a) Briefly explain the competitive analysis of environmental scanning. 16

Or

- (b) What do you mean by macro environment and micro environment? What are the important economic indicators? 8+8

3. (a) Explain the Porter's Five Forces Model of Industry analysis. 16

Or

- (b) What do you mean by strategic analysis? How strategic analysis does support business analysis? 8+8

4. (a) Describe the process of SWOT analysis for generation of strategic alternatives.

16

Or

- (b) "Generic strategies are more like long-run business postures". Justify.

16

5. (a) Explain the components of strategic implementation process. 16

Or

- (b) Explain the various types of controls used for strategic evaluation process. 16

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