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1 PG DODL COM 6B

2020

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 are the basic features of a Strategic Plan? Explain the relevance of strategic management for an organisation. 6+10=16

Or

- (b) What are the elements of strategic management? Describe. 16
2. (a) "Major opportunities and threats are the outcomes of interaction among key environmental trends." Justify. 16

Contd.

Or

(b) Whether Government factors and legal factors of macro environment are identical? Explain with examples. 16

3. (a) Explain the McKinsey's 7s framework of strategic analysis. 16

Or

(b) Explain Porter's Generic Strategies. Describe how the overall cost leadership can neutralize five forces of industry competition. 6+10=16

4. Write in brief on **any two** of the following: 8+8=16

(a) Corporate turnaround strategy

(b) Value Chain Analysis

(c) Integration and Merger

(d) Functional strategies

5. (a) "In strategic implementation, deployment of resource plays the most crucial role." Comment. 16

Or

(b) What do you mean by evaluation of strategy? Why do you consider it as a necessary function of an organisation?

9+7=16

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