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**T.Y.B.com (CBCS) Ordinance Semester VI
EXAMINATION NOVEMBER 2023
Business Management Strategic Management**

[Time: 2 Hours]

[Max. Marks:80]

Instructions:

1. All questions are compulsory. However **internal choice** is available.
2. Answer sub-questions in Question 1 and Question 2 in not more than 100 words **each**.
3. Answer Question 3 to 6 in not more than 400 words.
4. Figures to the **right** indicate **maximum** marks.

Q1 Answer any four of the following:

4x4=16

1. Meaning of strategy.
2. Evaluation stage of strategic management process.
3. Advantages of strategic management.
4. Elements of mission.
5. Objectives.
6. Vision statement.

Q2 Answer any four of the following:

4x4=16

1. Strategy based on relative superiority and aggressive initiative.
2. Primary activities in value chain.
3. Strategy based on key factors for success and degrees of freedom.
4. Six sigma.
5. Strategy implementation.
6. Cresive approach.

Q3 a. Distinguish between strategic management and operational management. 12

OR

b. Explain the different levels of strategy. 12

Q4 a. What is environmental analysis? Explain the factors in the internal environment of business. 12

OR

b. Explain the factors in the external environment. 12

Q5 a. Explain the Boston Consulting Group analysis. 12

OR

b. Explain Michael Porters five force analysis. 12

Q6 a. What is strategic evaluation? Explain the steps in strategic evaluation. 12

OR

b. What is balanced scorecard? Explain the perspectives of balanced scorecard. 12