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63/2 (SEM-4) MCO 403

2023

COMMERCE

(Theory Paper)

Paper Code : MCO 403

(Strategic Management)

Full Marks – 80

Pass Marks – 32

Time – Three hours

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

1. Choose the correct answers : $1 \times 6 = 6$

(a) Which of the following strategy involves answering a key question from a portfolio perspective, “what business should we be in” ?

(i) Corporate Strategy

(ii) Business Strategy

(iii) Marketing Strategy

(iv) Production Strategy

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(b) Which strategy is a process that business can use to enhance their competitiveness, efficiency or market share by expanding their influence into new areas ?

- (i) Production strategy
- (ii) Sales strategy
- (iii) Integration strategy
- (iv) Marketing strategy

(c) Which of the following strategies occurs when a company gains control over the production or distribution process of its product ?

- (i) Vertical Integration Strategy
- (ii) Horizontal Integration Strategy
- (iii) Balanced Strategy
- (iv) Market Strategy

(d) Which of the following is the last step in Strategic Management Process ?

- (i) Strategy Formulation
- (ii) Strategy Analysis
- (iii) Strategy Control
- (iv) Strategy Evaluation

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(2)

(e) Which of the following is premise control technique ?

- (i) Strategic Surveillance
- (ii) Special Alert Control
- (iii) Unique Selling Point
- (iv) Strategic Momentum Control

(f) What is the starting point of strategic intent ?

- (i) Goal
- (ii) Objective
- (iii) Vision
- (iv) Mission.

2. Answer the following questions : 2×5=10

- (a) Define Intensive strategy.
- (b) What is Diversification strategy ?
- (c) Define Differentiation strategy.
- (d) What is Strategy Implementation ?
- (e) What is Milestone review ?

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3. Answer any six of the following questions :

5×6=30

- (a) Write briefly two types of Integration strategy.
- (b) Mention five advantages of Vertical Integration Strategy.
- (c) State three advantages and two disadvantages of Horizontal Integration Strategy.
- (d) Explain briefly about the role of Mission in strategic formulation.
- (e) Point out the differences between Vision and Mission.
- (f) How is strategic surveillance designed to monitor non-focus control ?
- (g) Delineate the operational control process with clear follow chart.
- (h) Discuss any two techniques of implementation control.
- (i) Write a short note on the importance of Strategic Management in an Organisation.

4. Answer any two of the following questions :

10×2=10

- (a) Explain the different types of Intensive Strategies.

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(b) Describe the different types of diversification strategies.

(c) Write an explanatory note on Strategic premise control.

5. Answer any one of the following questions :

14×1=14

- (a) Explain the various functional strategies with examples.
- (b) What is Strategic management process ? Discuss the stages of strategic management process and also explain why strategic management is continuous process ?

2+6+6=14

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