



B.Com - Odd Sem : End Semester Exam
Academic Year:2020-2021
18CM3121 - Business Strategy
Set No: 4

Time:		Max.Marks: 100					
S.NO	Answer All Questions	Choice	Options	Marks	CO	CO BTL	COI BTL
1.	Define realized strategy. How it works?	choice Q-2		10Marks	CO1	3	3
2.	Define strategic awareness. Explain factors influencing awareness.			10Marks	CO1	3	3
3.	Explain with a neat diagram 9 cell GE Matrices.	choice Q-4		15Marks	CO1	3	3
4.	Explain the need for corporate strategic choice?			15Marks	CO1	3	3
5.	Discuss strategic choice with examples.	choice Q-6		10Marks	CO2	3	3
6.	Discuss the stages of strategic management process.			10Marks	CO2	3	3
7.	Discuss the tasks of strategic management.	choice Q-8		15Marks	CO2	3	3
8.	Write about the expansion & growth strategy.			15Marks	CO2	3	3
9.	Explain the importance of strategic management.	choice Q-10		10Marks	CO3	3	3
10.	Explain retrenchment strategy.			10Marks	CO3	3	3
11.	Discuss about financial management strategy.	choice Q-12		15Marks	CO3	3	3
12.	Explain strategic role of human resource management.			15Marks	CO3	3	3
13.	Explain growth strategy.	choice Q-14		10Marks	CO4	3	3
14.	Describe the dimensions of strategic decision making.			10Marks	CO4	3	3
15.	Explain product positioning strategy.	choice Q-16		15Marks	CO4	3	3
16.	Explain need and importance of SWOT analysis.			15Marks	CO4	3	3

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