

**Master of Commerce Examination: September/October - 2022
(Distance Education)**

Day & Date	Semester	Subject Name	Time	Code	Marks
Thursday 22-09-2022	I (Fresh)	Strategic Management	11:00 AM To 02:10 PM	110052	75

**Instructions: 1) Attempt any five questions.
2) All questions carry equal marks**

- Q.1** What is Strategic Management Process? Outline the steps and explain its significance. **15**
- Q.2** What is Environmental Scanning? What do you understand by internal and external analysis of the environment? **15**
- Q.3** What are Functional Strategies? Discuss in detail the various functional strategies adopted by organizations. **15**
- Q.4** What are Corporate Level Strategies? Discuss in detail a few corporate-level strategies adopted by organizations. **15**
- Q.5** What is Strategy Implementation? Explain its process and issues in the Implementation of Strategies. **15**
- Q.6** Discuss in detail the various techniques adopted by the organization toward Strategic Evaluation and Control. **15**
- Q.7 Write Short Notes (Any Two) **15****
- a) Porter Five Force Model
 - b) Strategic Business Unit
 - c) Challenges in Strategic Management
 - d) SWOT Analysis