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III Semester B.Com. Degree Examination, March/April - 2021**COMMERCE(Accounts and Finance)****Strategic Management****(CBCS Scheme)****Time : 3 Hours****Maximum Marks : 70****Instructions to Candidates :*****Answer should be written in English only.*****Section - A**

1. Answer any five sub-questions of the following, each sub question carries 2 marks.

(5×2=10)

- What do you mean by business policy?
- Expand the term "SWOT".
- What do you mean by Retrenchment?
- What is strategic Leadership?
- Give the Meaning of strategic Audit
- What is Globalization?
- State any two business level strategies.

**Section - B**

Answer any three questions, each question carries 6 marks.

(3×6=18)

- Briefly explain the process of strategic planning.
- Explain the fundamental elements of Mission strategy.
- Explain any five features of effective control system.
- Explain the steps involved in strategic implementation.

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Section - C

Answer any three questions, each question carries 14 marks.

(3×14=42)

6. Explain role and importance of strategic Management in Government.
7. Elaborate the Michael Porters Generic Strategy at Business level Strategy.
8. What do you mean by Mergers? Explain the advantages and disadvantages of mergers.
9. Write short note
 - a) Strategic Implementation
 - b) Strategic change
 - c) Strategic control
 - d) Strategic Leadership.

