

No. of Printed Pages : 2



**PG-520**

IV Semester M.Com. (FA) (CBCS) Examination, July - 2019  
**FINANCE AND ACCOUNTING**

**Paper - 4.1 : Strategic Management** 10329

Time : 3 Hours

Max. Marks : 70

**Instruction :** Answer **all** Sections.

**SECTION - A**

1. Answer **any seven** questions. Each question carries **two** marks. **7x2=14**
- What is the difference between a Vision and a Mission ?
  - What is vertical integration ?
  - What is a functional strategy ?
  - What is first mover advantage ?
  - What is core competency ?
  - Name three entry barriers.
  - What is turn around strategy ?
  - What are bureaucratic costs ?
  - What is change management ?
  - What is corporate governance ?

**SECTION - B**

- Answer **any four** questions. Each question carries **five** marks. **5x4=20**
- Explain the significance of SWOT analysis with an example.
  - Explain the concept of 'value chain' and illustrate how value is created.
  - How are strategy and structure related ? Explain with an example.
  - Differentiate concentric diversification from conglomerate diversification.
  - What is meant by acquisition ? Discuss the pros and cons of acquisitions.
  - Discuss briefly, the ethical issues involved in strategic management.

**P.T.O.**



**SECTION - C**

Answer **any three** questions. Each question carries **twelve** marks. **12x3=36**

8. Organizational structure, Control system and Culture shape people's behavior and determine how they will implement organization's strategies. Discuss.
9. Discuss Michael Porter's five forces model with suitable examples.
10. Describe the different ways a company can pursue a growth strategy.
11. Discuss the overview of strategic evaluation and control.
12. Explain the role of corporate leader in strategy implementation.

- o o o -