

(i) Printed Pages : 2

Roll No.

(ii) Questions : 10

Sub. Code :

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Exam. Code :

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Master of Commerce 2nd Semester

1046

BUSINESS POLICY & STRATEGIC MANAGEMENT

(Same for USOL Candidates)

Paper–M.C. 206

Time Allowed : Three Hours]

[Maximum Marks : 80

Note : Attempt any **five** questions. All questions carry equal marks.

1. Trace the origins and development of strategic management. Describe the strategic management process.
2. Under what conditions an organisation may adopt integration strategies ? What are the risks and benefits of adopting an integration strategy ?
3. What is strategic intent and discuss about the different constituents of strategic intent ?
4. Discuss the approaches that a company may adopt to manage its ethical conduct.
5. Discuss the nature and importance of strategic evaluation.
6. Write a detailed note on McKinsey's 7s framework.
7. Explain the types evaluation process for strategic control.
8. Describe the evaluation process for operational control.

9. Deliberate on the key success factors that have turned e Commerce more popular in comparison to traditional ways of doing business.
10. In a technology dominated world what are the new business models that have emerged in recent times ? What do you understand by virtual value chain ?