

(i) Printed Pages: 3

Roll No.

(ii) Questions : 10

Sub. Code :

3	8	1	8
---	---	---	---

Exam. Code :

0	5	0	2
---	---	---	---

Master of Commerce 2nd Semester
(2042)

BUSINESS POLICY AND STRATEGIC MANAGEMENT

(Same for USOL Candidates)

Paper : MC-206

Time Allowed : Three Hours]

[Maximum Marks : 80

Note :—Attempt any FIVE questions selecting at least ONE question from each unit. Each carries 16 marks.

UNIT—I

1. “Strategic Management has both general and specific role in Management”. Comment.
2. What is Strategic Management Process Model ? Draw a model of Strategic Management.

UNIT—II

3. What are financial strategies and policies ?
4. What is Integration ? Explain forward and backward integration.
5. Highlight the strategies for promoting ethical climate in an organization.

UNIT—III

6. What is resource allocation ? Explain its various approaches.
7. 'There is a close association between strategy formulation and implementation.' Explain with example.
8. Explain various techniques of strategic control.

UNIT—IV

9. Explain B2B and B2C E commerce model.
10. Speedking Limited is a company engaged in the designing, manufacturing, and marketing of instruments like speed meters, oil pressure gauges, and so on, that are fitted into two and four wheelers. Their current investment in assets is around Rs. 5 crores and their last year turnover was Rs. 15 crores, just adequate enough to breakeven. The company has been witnessing over the last couple of years, a fall in their market share prices since many customers are switching over to a new range of electronic instruments from the range of mechanical instruments that have been the mainstay of Speedking Limited. The Company has received a firm offer of cooperation from a competitor who is similarly placed in respect of product range. The offer implied the following : (i) transfer of the manufacturing line from the competitor to Speedking Limited; (ii) manufacture of mechanical instruments by Speedking Limited for the competitor to the latter's

specifications and brand name; and (iii) marketing by the competitor. The benefits that will accrue to Speedking Limited will be better utilization of its installed capacity and appropriate financial compensation for the manufacturing effort. The production manager of Speedking Limited has welcomed the proposal and points out that it will enable the company to make profits. The sales manager is doubtful about the same since the demand for mechanical instruments is shrinking. The chief Executive is studying the offer.

Read the above case and answer the following questions :

- (1) What is divestment strategy ? Do you see it being practised in the given case ? Explain.
- (2) What is stability strategy ? Should Speedking Limited adopt it ?
- (3) What is expansion strategy ? What are the implications for Speedking Limited in case it is adopted ?
- (4) What are your suggestions to the Chief Executive ?

4×4