

2071

M.Com. (Master of Entrepreneurship and Family Business)
Fourth Semester
FB-402: Strategy Management

Time allowed: 3 Hours

Max. Marks: 80

NOTE: Attempt five questions in all, selecting atleast two questions from each Unit.

x-x-x

UNIT – I

- I. What are different stages of a venture? Discuss the relationship of strategy with programmes, procedure and rules of a venture giving examples. (16)
- II. What is the external environment analysis process? Why is this analysis important? (16)
- III. Write short notes on following:-
 - a) Value chain model for internal corporate analysis
 - b) Competitive analysis (2x8)
- IV. Discuss the McKinsey's 7s framework for organisational analysis with an illustration. How does it help in strategic and corporate planning? (16)
- V. Strategic analysis and choice is very important before closing down any unit. Do you agree? Explain with the help of BCG Matrix and GE nine cell matrixes. (16)

UNIT - II

- VI. Discuss the important steps involved in strategic management process. What is the role of vision and mission statement in the strategic management process? (16)
- VII. Write short notes on following:-
 - a) Technology and strategic management
 - b) Absorption of technology (2x8)
- VIII. What is the role of top leadership in building up organizational culture? Explain with examples of some great leaders and their organizations. (16)

P.T.O.

(2)

- IX. Differentiate between growth strategies for traditional and modern family business.
Give examples. (16)
- X. Discuss in detail the strategic options for growth in a family business. (16)

x-x-x