

MASTER OF COMMERCE (M. COM)

First Year- Second Semester

Strategies Management

Note: -Attempt all questions.

- Q1. What is meant by strategic management? Explain the strategic management process?
- Q2. What is meant by internal analysis? What are different techniques for conducting internal analysis?
- Q3. What do you understand by business "VISION" and "MISSION" of an organization?
- Q4. What are corporate level strategies? Explain the various types of corporate level strategies.
- Q5. What is the use of GE Nine Cell analysis? Taking example of a corporate house, apply the GE Nine Cell analysis?
- Q6. Write about the differences between SWOT Analysis and TOWS Matrix?
- Q7. Write a short note on procedural implementation?
- Q8. What is a virtual value chain analysis? What are the five primary activities of the value chain model?
- Q9. What are the techniques of environmental scanning? Describe the ETOP?
- Q10. What is McKinsey 7S model explain briefly?