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(Printed Pages 3)

Roll No. _____

CH-6-2834

B.Com. (Hons.) (Semester-VI)

Examination, 2015

COMMERCE

(Business Policy)

(BCH-602)

Time Allowed : Three Hours] [Maximum Marks : 70

Note : Question **No.1** is **compulsory** which carries 30 marks. Attempt **one** question from each Unit, Which are of 10 marks each.

1. Briefly explain the following : $3 \times 10 = 30$
 - (a) Mission Statement
 - (b) Difference between goals and objectives.
 - (c) Corporate Level Strategy.
 - (d) Benchmarking

P.T.O.

(2)

- (e) PEST
- (f) Strategic Choice
- (g) BCG Matrix
- (h) Concept of strategic group.
- (i) Cost Leadership
- (j) SWOT

Unit-I

- 2. What is the nature of Strategic management? Discuss its importance in today's competitive organisations. 10
- 3. Discuss the various levels at which the strategy operates. How important it is to establish a relationship between these different levels? 10

Unit-II

- 4. What are objectives? Discuss its role and characteristics in detail. 10

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(3)

- 5. Diagrammatically explain Abell's business definition. Give a relevant example of the same. 10

Unit-III

- 6. Explain with suitable examples the impact of each environmental sector (Political, economic, social and regulatory) on the strategy adopted by an organisation. 10
- 7. What is a balanced score card technique? Why is it considered a part of comprehensive analysis? 10

Unit-IV

- 8. What is a Stability Strategy? Explain the different types of Stability Strategies in detail. 10
- 9. "The behaviour of the Strategist in guiding the organisation to success is crucial." Critically examine the statement in the light of behavioural implementation. 10

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P.T.O.