



# RAN-0542

## M.Com. (Inetgrated) Sem IX Examination

March / April - 2019

### MC-9.3 Strategic Management - 1

Time: 2 Hours ]

[ Total Marks: 50

#### સૂચના : / Instructions

નીચે દર્શાવેલ નિશાનીવાળી વિગતો ઉત્તરવહી પર અવશ્ય લખવી.  
Fill up strictly the details of signs on your answer book

Name of the Examination:

M.Com. (Integrated) Sem IX

Name of the Subject :

MC-9.3 Strategic Management - 1

Subject Code No.: 0 5 4 2

Seat No.:

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Student's Signature

#### Instruction :

Figures to right indicate full marks of the question.

- Q-1. Answer the following in brief. 10**
1. What is Environment Scanning? Explain.
  2. Explain Forward Integration with one illustration.
  3. What is Hostile Takeover?
  4. Explain Cost Leadership in brief.
  5. What are functional level Strategies? Explain.
- Q.2 Explain the concept of Strategy and Strategic Business Unit. 13**
- Q.3(a) State the components of External Environment of an organization and discuss in detail Social and Economic environment. 06**
- (b) Discus about SWOT analysis with the help of Matrix. 07**

**Q-4. Write Short Notes. (Any two)**

**14**

1. Bench Marking
  2. Divestment Strategy
  3. Factors affecting Organizational Appraisal.
  4. Characteristics of Mission statement.
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