



MC-401/25

2025

Commerce

Course No : MC-401

(Strategic Management)

Full Marks : 70

Time : 3 hours

The questions are of equal value

The figures in the margin indicate full marks for the questions

Answer all questions

1. a) Explain the features of business environment. Describe various components of business environment that organization need to consider in their strategic planning process. (4+10=14)

Or

- b) How corporate level strategy sets the goal of an organization? Describe in details the levels of strategy and evaluate the significance of SBU structure for a multi divisional organization. (4+10=14)

2. a) How can value-chain analysis help in identifying company's strengths and weaknesses? Is it possible for a company to follow a cost leadership strategy and a differentiation strategy simultaneously? Justify. (7+7=14)

Or

- b) What is the difference between merger and take over? Elaborate the types of mergers and take over strategies with suitable examples. (7+7=14)

3. a) What is the role of finance function in strategic decision making? Describe various objectives of financing strategy. (6+8=14)

Or

- b) How is the operational strategy formulated? Explain various types of production strategies. (7+7=14)

4. a) What do you mean by strategy implementation? What issues are faced by the organization in strategy implementation? **(6+8=14)**

Or

- b) What is corporate governance? Discuss the principles of good corporate governance as a means of achieving sustainable development. **(4+10=14)**

5. a) What is strategic evaluation? How to conduct SWOT analysis in strategic evaluation? **(4+10=14)**

Or

- b) Describe various types of structure used in strategy implementation. How organization change is creating competitive environment? **(7+7=14)**

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