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COER University

END SEMESTER EXAMINATION, EVEN SEM 2022-23

Time : 3 hours

Program Name : B.Com. (Honors)

Course Name : Business Policy and Strategic Management

Total Marks : 100

Semester : II

Course Code : BCH201

Note: All questions are compulsory. No student is allowed to leave the examination hall before the completion of the time.

Q. No 1	Attempt Any Four Parts. Each Question Carries 5 Marks.	CO	BL
(a)	Elucidate on the role of strategic management in e-commerce sector.	CO 1	2
(b)	Elaborate the process of 'strategic formulation.	CO 1	2
(c)	Briefly, explain the following: i) Organizational Capability Profile ii) Organizational Life Cycle	CO 1	2
(d)	Describe in depth the core business competencies.	CO 1	2
(e)	Differentiate between Forward integration and Backward integration	CO 1	2

Q. No 2	Attempt Any Four Parts. Each Question Carries 5 Marks.	CO	BL
(a)	Explain value chain analysis.	CO 2	2
(b)	Describe Porter's Generic strategies.	CO 2	2
(c)	Briefly discuss e-commerce.	CO 2	2
(d)	Elucidate on the concept of SMART goals.	CO 2	2
(e)	Define and comprehend business environment	CO 2	2

Q. No 3	Attempt Any Four Parts. Each Question Carries 5 Marks.	CO	BL
(a)	Differentiate between Mergers and Acquisitions.	CO 3	2
(b)	Confirm with two examples to interrupt the diversification of conglomerates.	CO 3	4
(c)	What are Ethics? What role do ethics play in effective strategic management?	CO 3	2
(d)	Explain the importance of the stability strategy.	CO 3	4
(e)	Draw and explain Ansoff's Matrix.	CO 3	4

Q. No 4	Attempt Any Two Parts. Each Question Carries 10 Marks.	CO	BL
(a)	Explain the steps involved in implementing a strategy.	CO 4	3
(b)	Draw and explain McKinsey 7-S Framework.	CO 4	2
(c)	Elaborate the strategic implementation process.	CO 4	3

Q. No 5	Attempt Any Two Parts. Each Question Carries 10 Marks.	CO	BL
(a)	Explain the entire process of strategic management from planning to evaluation.	CO 5	2
(b)	Draw a distinction between for-profit and nonprofit organizations.	CO 5	2
(c)	Do you think corporate sustainability is important? In detail.	CO 5	2

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