

[1-A] Seat No. _____

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SARDAR PATEL UNIVERSITY
M.Com.(II Semester) (CBCS) Examination
2017
Monday, 10th April
10.00 a.m. to 1.00 p.m.
PB02CCOM02 - Strategic Management

Maximum Marks: 70

SECTION-I

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| Q.1. Discuss the scope and importance of business policy. | 18 |
| OR | |
| Q.1. Explain the strategists and their role in strategic management in detail. | 18 |
| Q.2. Discuss the various strategies which makes acquisition successful. | 17 |
| OR | |
| Q.2. Describe the impact of mergers on consumers and workers in detail. | 17 |

SECTION-II

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| Q.3. Discuss types of organisational and strategic control in detail. | 18 |
| OR | |
| Q.3. What is strategy evaluation? Describe its principles in detail. | 18 |
| Q.4. Discuss the diversification strategy with suitable illustrations. | 17 |
| OR | |
| Q.4. Justify retrenchment strategy for the business in India. | 17 |
