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E+G

SARDAR PATEL UNIVERSITY
M. COM (SECOND SEMESTER) (CBCS)

2018

WEDNESDAY, 28th MARCH

10.00 a.m. TO 1.00p.m.

COURSE TITLE: STRATEGIC BUSINESS MANAGEMENT-II
COURSE CODE: PB02CCOM 21

Maximum Marks: 70

SECTION-I

Q.1. Define the term business policy and explain why company is eager to develop business policy? 18

OR

Q.1. Explain the reasons for failure of strategic management in detail. 18

Q.2. What is merger? Discuss the types of mergers in detail. 17

OR

Q.2. Explain the various strategies for successful acquisitions. 17

SECTION-II

Q.3. Describe in detail the types of strategic control with suitable illustrations. 18

OR

Q.3. Explain the benefits and principles of strategic evaluation. 18

Q.4. Explain the diversification strategy in detail with examples. 17

OR

Q.4. Describe the various issues which are facing by the company while implementation of strategy. 17