

Smt. S.I.Patel Ipcowala College of Commerce Petlad.
Internal Examination Feb.2019

M.com Semester-2

Subject : Strategic Business Management-2

Date : 25 /2/2019

Time : 9.45to 10.45

Marks : 40

Q.-1. Explain the reasons for failure of strategic management and Specify the process of strategic management.

Or

Q.-1. What is Business policy ? Explain Features and importance of Business policy.

Q.-2. Describe the Reasons for failure of mergers and acquisitions and Discuss strategies for successful acquisitions.

Or

Q.-2. Explain Types of mergers and Advantages of mergers.