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ETG

SEAT No. \_\_\_\_\_

No. of Printed Pages : 2

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

2019

THURSDAY, 28<sup>th</sup> MARCH

10.00 a.m. TO 1.00p.m.

COURSE TITLE: STRATEGIC BUSINESS MANAGEMENT-II  
COURSE CODE: PB02CCOM21

Maximum Marks: 70

**Instructions:**

1. Each section carries equal marks.
2. Figures to the right indicate marks.
3. Answers to the two sections must be written in same answer book.

**SECTION-I**

Q.1. What is business policy? Why company is eager to develop business policy? Explain In detail. 18

OR

Q.1. Explain the scope of business policy and discuss the essentials of effective business policy in detail. 18

Q.2. Discuss the reasons for corporate mergers in detail. 17

OR

Q.2. Describe the various strategies for successful acquisitions in detail. 17

**SECTION-II**

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

OR

Q.3. Discuss the process of effective strategic control. 18

Q.4. Write Notes On: 17

A. Growth Strategy.

B. Strategy Implementation.

OR

Q.4. Discuss the diversification strategy in detail with suitable illustrations. 17

(P.T.O.)