

M.Com. Part-I Examination, 2020 (DDE)

Subject: Commerce

Paper: 7

(Strategic Management and Corporate Governance)

Time: 2 Hours

Full Marks: 40

The figures in the margin indicate full marks.

*Candidates are required to give their answers in their own words
as far as possible*

Answer any four questions

10x4=40

1. (a) State the benefits of Strategic Management.
(b) What is the basic theme of Jauch and Glueck Analysis of Strategic Decision Making?
5+5
2. Write a short note on Value Chain Analysis.
3. (a) Discuss the reasons for pursuing a growth strategy.
(b) Differentiate between concentric and conglomerate diversifications.
5+5
4. (a) State the process of choosing a strategy.
(b) Narrate the relationship between formulation and implementation of strategy.
5+5
5. Explain the ethical principles of good Corporate Governance.
6. (a) Highlight clause 49 introduced by the SEBI for Corporate Governance in India.
(b) Write a short note on the Naresh Chandra Committee Report, 2000. 5+5