

No. of Printed Pages : 04

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B. Com. (Honours) Examination 2021-22

(Even Semester)

**STRATEGIC MANAGEMENT AND
BUSINESS POLICY***Time : Three Hours]**[Maximum Marks : 60***Note :-** Attempt all questions.**SECTION - A**1. Attempt all parts of the following : $8 \times 1 = 8$

- Define strategy.
- What are the levels at which strategy operates?
- What does the acronym "PEST" in PEST analysis stand for?
- What is SWOT analysis?

[P. T. O.]