

**S.D.E.**  
**M.B.A. (E) SEM-III (2 Year Course) : SUMMER - 2019**  
**SUBJECT : BUSINESS POLICY AND STRATEGIC MANAGEMENT**

**Day** : Thursday  
**Date** : 16/05/2019

**S-2019-5208**

**Time** : 10.00 AM TO 1.00 PM  
**Max. Marks** : 70

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**N.B.**

- 1) Attempt **ANY FOUR** questions from Section – I and **ANY TWO** questions from Section – II.
  - 2) Figures to the **RIGHT** indicate **FULL** marks.
  - 3) Answer to both the sections should be written in: *SAME* answer books.
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**SECTION - I**

- Q.1** Explain the importance of vision, mission and objectives to a business firm. (10)
- Q.2** ‘SWOT analysis plays a crucial role in planning and executing a business policy.’ Discuss. (10)
- Q.3** What role does government play as a regulator of business? (10)
- Q.4** ‘Organisational values have an impact on strategy.’ Justify your answer with examples. (10)
- Q.5** Write short notes on **ANY TWO** of the following. (10)
- a) BCG matrix
  - b) Work of top management
  - c) Value chain

**SECTION - II**

- Q.6** ‘Sustainable competitive advantage gives a company the edge that keep competitors at bay and reap extraordinary profit and growth.’ Discuss. (15)
- Q.7** What are the various factors based on which an in-depth internal analysis is conducted? What should business firms focus on as part of the analysis to build its capability? (15)
- Q.8** Discuss in detail relation between strategy and structure. Does structure follow strategy? Justify. (15)

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