

**S.D.E.**  
**M.B.A. Sem-III (2013 Course) : SUMMER - 2019**  
**SUBJECT: BUSINESS POLICY AND STRATEGIC MANAGEMENT**

**Day:** Wednesday  
**Date:** 15/05/2019

S-2019-5027

**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 book.
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**SECTION-I**

- Q.1** Discuss the role of the Government as a regulator of business. (10)
- Q.2** Why is SWOT Analysis of importance to a business enterprise? Explain with examples. (10)
- Q.3** Discuss the factors that are important for successful implementation of a firm's strategy. (10)
- Q.4** What is Business policy? Discuss the importance of having a Vision and Mission statement. (10)
- Q.5** Write short notes on (ANY TWO): (10)
- a) Impact Matrix
  - b) Relation between strategy and structure
  - c) Strategic Management in International firms

**SECTION-II**

- Q.6** Conduct a competitive analysis of the television industry in India. (15)
- Q.7** What impact do organizational values have on strategy? Explain with examples. (15)
- Q.8** Identify and explain the expansion strategy adopted by any one business enterprise in India. Justify your answer. (15)

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