

**S.D.E.**

**M.B.A. (E) SEM-III (2 YEAR COURSE) : SUMMER - 2018**

**SUBJECT: BUSINESS POLICY AND STRATEGIC MANAGEMENT**

Day: **Tuesday**  
Date: **05/06/2018**

**S-2018-4571**

Time: **10.00 A.M. TO 01.00 P.M.**  
Max Marks: 70

**N.B:**

- 1) Attempt any **FOUR** questions from Section-I and attempt any **TWO** questions From Section-II.
- 2) Answers to both the sections should be written in **SEPARATE** answer book.
- 3) Figures to the right indicate **FULL** marks.

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**SECTION-I**

- Q.1** Define Vision and Mission. Explain why they are important to a business firm? (10)
- Q.2** Discuss the impact of organizational values on strategy implementation. (10)
- Q.3** Elaborate the process of strategic evaluation and control. (10)
- Q.4** How does strategy affect organization structure? Discuss various structures that could be adopted for implementing diversification strategies. (10)
- Q.5** Write short notes on any **TWO** of the following: (10)
- a) BCG Matrix
  - b) Value Chain
  - c) Ethics in Business

**SECTION-II**

- Q.6** Conduct a Five Forces Analysis of the kid's apparels company in India. (15)
- Q.7** List various strategies adopted by various companies in India under CSR. (15)
- Q.8** Conduct a SWOT and PEST analysis for an agribusiness unit so as to enter in market with the concept of organic food. Make your own assumptions. (15)

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