

S.D.E.

M.B.A. SEM-III (2013 COURSE) : SUMMER - 2018

SUBJECT: BUSINESS POLICY & STRATEGIC MANAGEMENT

Day: Wednesday

Time: 10.00 A.M. TO 1.00 P.M.

Date: 13/06/2018

S-2018-4390

Max Marks: 70

N.B:

- 1) Attempt ANY FOUR questions from Section-I.
- 2) Attempt ANY TWO questions From Section-II.
- 3) Figures to the right indicates FULL marks.
- 4) Answers to each section should be written in the SEPARATE answer sheets.

SECTION-I

- Q.1 Explain the vision, mission & objectives with suitable examples. (10)
- Q.2 Discuss the process of SWOT analysis with recent examples. (10)
- Q.3 What do you understand by the concept of 'value chain'? Explain in detail. (10)
- Q.4 Explain in detail, the strategic planning and implementation. (10)
- Q.5 Short notes (ANY TWO) (10)
- a) Internal Analysis
 - b) Experience Curve
 - c) Ethics and Social Responsibilities

SECTION-II

- Q.6 "Power games amongst competing players are becoming more critical day by day". Comment. (15)
- Q.7 Discuss the role of Government as a regular of Business/ Industry. (15)
- Q.8 Design a business strategy for the company engaged manufacturing & selling processed food items in the competitive business environment, dominated by new technology, many rivals, and pressures from suppliers and the customers. (15)

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