

S.D.E.

**M.B.A. Sem-III (2013 Course) : WINTER - 2018**  
**SUBJECT: BUSINESS POLICY AND STRATEGIC MANAGEMENT**

**Day:** Friday  
**Date:** 07/12/2018

**W-2018-4559**

**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 **SEPARATE** answer book.
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**SECTION-I**

- Q.1** What are the tools and techniques for strategic analysis? Discuss. (10)
- Q.2** Discuss in detail the concept of value chain and its role in analyzing a business firm. (10)
- Q.3** Why are Vision and Mission of significance to a business enterprise? Discuss with examples. (10)
- Q.4** Discuss in details the relation between strategy and structure. (10)
- Q.5** Write short notes on (**ANY TWO**): (10)
- a) BCG Matrix
  - b) Strategic Management in International firms
  - c) Importance of objectives and policies

**SECTION-II**

- Q.6** Conduct an industry analysis of the retail sector in India. Identify Competition faced by business firms in this sector. (15)
- Q.7** Device a plan for a pharmaceutical company who intends to adopt social responsibility activities as a part of their long term strategy. (15)
- Q.8** Consider any one business enterprise from India of your choice. Identify and explain the strategy adopted by the enterprise. (15)

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