

S.D.E.

M.B.A. SEM-III (2013 COURSE) : WINTER - 2017
SUBJECT: BUSINESS POLICY & STRATEGIC MANAGEMENT

Day: **Thursday**
Date: **21/12/2017**

W-2017-4199

Time: **10.00 A.M. TO 1.00 P.M.**
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.
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SECTION-I

- Q.1** Explain in detail the process of internal analysis. Quote suitable examples. (10)
- Q.2** What do you understand by Impact Matrix? Explain with suitable examples. (10)
- Q.3** State the framework for analyzing competition. (10)
- Q.4** Discuss the relation between strategy and structure of the organization. (10)
- Q.5** Short notes (**ANY TWO**) (10)
- a) Vision statement of the Company
 - b) BCG Matrix
 - c) Strategic Planning

SECTION-II

- Q.6** Describe the role of top management in formulation of strategy. (15)
- Q.7** Discuss the business ethics and the social responsibilities of the business firms. (15)
- Q.8** In view of current corporate scenario, explain the significance of strategic management. (15)

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