S.D.E.

M.B.A. SEM-II (2010 COURSE)(3 YEAR COURSE) : WINTER - 2017

SUBJECT: BUSINESS POLICY AND STRATEGIC MANAGEMENT

Day: **Saturday** | Time: **02.00 PM TO 05.00 PM**

Date: **16/12/2017** | **W-2017-4264** | Max. Marks: 70

N.B.:

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

SECTION-I

Q.1 State the importance of Vision and Mission to a business organization. Also list the essential characteristics of a mission statement. **(14)**

Q.2 What are the important factors that need to be considered for conduct of internal analysis of a business firm? **(14)**

Q.3 Discuss the concepts of: **(14)**
i) BCG Matrix ii) The experience curve

Q.4 Discuss the frame work for analyzing competition. **(14)**

Q.5 Write short notes on any **TWO** of the following: **(14)**

a) Relation between strategy and structure

b) Work of top management

c) Strategic management in international firms

SECTION-II

Q.6 Suggest a suitable expansion strategy for a business firm into manufacture of electrical switches in India. **(14)**

Q.7 Suggest suitable ethical and socially responsible practices for an Indian business firm into manufacture of pharmaceutical products. **(14)**

Q.8 Discuss the role of Governmental of India as a regulator of business activities. **(14)**

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