

S.D.E.

M.B.A. (E) SEM-III (2 YEAR COURSE) : WINTER - 2017
SUBJECT: BUSINESS POLICY AND STRATEGIC MANAGEMENT

Day: **Friday**
Date: **22/12/2017**

W-2017-4380

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.

SECTION-I

- Q.1** How do firms formulate Mission Statement? Discuss the importance of having clear Vision and Mission Statement. **(10)**
- Q.2** Explain the importance of Environmental Analysis. Discuss how internal analysis is carried out. **(10)**
- Q.3** Discuss, in brief, the process of Strategy Formulation. **(10)**
- Q.4** What are Corporate Strategies? Discuss various types of corporate strategies. **(10)**
- Q.5** Write short notes on any **TWO** of the following: **(10)**
- a) PEST Analysis
 - b) Relation between Strategy and Structure
 - c) CSR

SECTION-II

- Q.6** Discuss the various strategies used by automobile company like Maruti in order to resolve the problem of shifting from BS- III to BS-IV vehicles. **(15)**
- Q.7** Conduct an internal and external analysis for an organization which is running tourist business. Make your own assumptions. **(15)**
- Q.8** Explain any one example of 'Pull and Push' strategy in Indian market environment. **(15)**

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