

CDOE
MASTER OF BUSINESS ADMINISTRATION (EXECUTIVE)
M.B.A. (E) Sem-III : WINTER :- 2021
SUBJECT: BUSINESS POLICY & STRATEGIC MANAGEMENT

Day : Thursday
Date 17-02-2022

W-8071-2021

Time : 10:00 AM-01:00 PM
Max. Marks: 70

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 books.
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SECTION - I

- Q.1** Enumerate on tools and techniques for strategic analysis. **(10)**
- Q.2** Explain the frame work for analyzing competition.
- Q.3** How would you explain the relation between strategy and structure? Give appropriate examples. **(10)**
- Q.4** ‘Strategic management plays an important role in international firms.’ Comment. **(10)**
- Q.5** Write short notes on **ANY TWO** of the following. **(10)**
- a) Government as regulator of business
 - b) GEC model
 - c) Power games

SECTION - II

- Q.6** Conduct an external environment analysis for an IT firm. What are the most critical factors that must be considered? **(15)**
- Q.7** Discuss the concept of value chain analysis. Considering the value chain, suggest at least two possible ways in which a manufacturing company can add value. **(15)**
- Q.8** You are working for a company manufacturing health products. As a programme of social responsibility chalk out some concrete social welfare schemes for immunization and child-care. **(15)**

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