

CDOE
MASTER OF BUSINESS ADMINISTRATION (2013 COURSE)
M.B.A. Sem-III : WINTER :- 2021
SUBJECT: BUSINESS POLICY & STRATEGIC MANAGEMENT

Day : Wednesday
Date 16-02-2022

W-9970-2021

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) Answers to both the sections should be written in **SEPARATE** answer book.
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SECTION – I

- Q.1** Enumerate on the importance of objectives and policies to a business firm. **(10)**
- Q.2** “Strategic planning and its implementation brings success to a business firm”. Comment. **(10)**
- Q.3** What role does a chief executive and the board play in running a business firm? **(10)**
- Q.4** “SWOT analysis is a useful tool in strategic management”. Discuss. **(10)**
- Q.5** Write short notes on any **TWO** of the following: **(10)**
- a) Business ethics
 - b) GEC Model
 - c) Concept of value chain

SECTION – II

- Q.6** Prepare a strategic profile for a tours and travel company to boost their business. **(15)**
- Q.7** As a part of social responsibility give suggestions to a business firm by helping children in giving grants, scholarships and sponsorships. **(15)**
- Q.8** Your company which is manufacturing chocolates wants to enter international market and export chocolates. What strategic steps would you suggest in order to be successful and earn good profit? **(15)**

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