

K-835

Total Pages : 3

Roll No.

MS-201

**BUSINESS POLICY AND STRATEGIC
MANAGEMENT**

Master of Business Administration (MBA)

3rd Semester Examination, 2023 (Dec.)

Time : 2 Hours]

Max. Marks : 70

Note : This paper is of Seventy (70) marks divided into two (02) Sections A and B. Attempt the questions contained in these sections according to the detailed instructions given therein. Candidates should limit their answers to the questions on the given answer sheet. No additional (B) answer sheet will be issued.

SECTION–A

(Long Answer Type Questions)

Note : Section 'A' contains Five (05) long answer type questions of Nineteen (19) marks each. Learners are required to answer any Two (02) questions only.

(2×19=38)

1. What are the various levels of strategy? Do you think that various levels of strategy are interacting?
2. Describe conceptual understanding of the term strategic planning by the Indian organisations.
3. Define 'Industry Analysis'. Outline the major purposes served by industrial analysis.
4. Under what circumstances will adoption of liquidation strategy in the interest of the firm? What considerations should influence liquidation decision?
5. Explain the process of strategic choice. What are the steps involved in the process of strategic choice?

SECTION-B

(Short Answer Type Questions)

Note : Section 'B' contains Eight (08) short answer type questions of Eight (08) marks each. Learners are required to answer any Four (04) questions only. (4×8=32)

1. What do you mean by 'business definition'?
2. How would you prepare the capability profile of an Organisation?
3. Explain the role of SWOT analysis as a tool of strategic choice at the business level.

4. Discuss the significance of linkages in value chain analysis.
 5. Explain the significance of Balanced scorecard using example of any Indian organization.
 6. How structure brings strategic advantage to the companies?
 7. Discuss the role of functional policies and operational plans in strategy implementation.
 8. Discuss the BCG matrix and its strategic implications.
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