

**A-0790**

**Total Pages : 4**

**Roll No. -----**

**MS-201**

**Business Policy and Strategic Management**

**Master of Business Administration (MBA)**

**3<sup>rd</sup> Semester Examination 2024(Dec.)**

**Time: 2:00 hrs**

**Max. Marks: 70**

**Note : This paper is of Seventy (70) marks divided into Two (02) Section 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.**

**P.T.O**

**A-0790**

## **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.**

**(2x19=38 )**

- Q.1. Why is strategy critical for organizational success?  
Discuss its importance with examples from industries such as e-commerce or FMCG.
- Q.2. What are the various levels of strategy? Do you think that various levels of strategy are interacting.
- Q.3. How does SWOT analysis contribute to strategic decision-making? Discuss with examples from businesses or public sector organizations.
- Q.4. What challenges can arise when integrating functional policies and operational plans during strategy implementation?

- Q.5. Discuss the strategic control process. Describe the key qualities of an effective control system.

## **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.**

**[4x8=32]**

- Q.1. Discuss the various elements of strategic management.
- Q.2. How are mission statements converted into objectives and goals?
- Q.3. Discuss the relevance of Value Chain Analysis.
- Q.4. What is the GE Nine-Cell Matrix and how does it help in strategic decision-making?

**P.T.O**

- Q.5. What do you mean by Value Differentiation in Blue Ocean Strategy?
- Q.6. What is organizational appraisal? Also explain its objectives.
- Q.7. What does a stability strategy aim to achieve, and when is it typically used by organizations?
- Q.8. Discuss the advantages and disadvantages of vertical integration.

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