

A-1356

Total Pages : 3

Roll No.

MS-201

Master of Business Administration (MBA)

Business Policy and Strategic Management

Examination February, 2026

Time : 2:00 Hrs.

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 (2×19=38)

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.

A-1356

(1)

P.T.O.

1. Explain Corporate Level Strategies in detail, covering Stability, Expansion, Retrenchment, and Combination Strategies.
2. Discuss Strategic Evaluation and Strategic Control as integral components of the strategic management process.
3. Discuss the evolution, scope, and significance of Business Policy and Strategic Management.
4. Explain the concept of strategic planning. How is a policy different than a strategy ?
5. Describe the process of Strategy Implementation with emphasis on Structural, Behavioral, Functional, and Operational Implementation.

Section–B

Short Answer Type Questions (4×8=32)

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.

1. Write briefly about the nature, characteristics, and importance of Business Policy in modern organisations.

2. What is Environmental Scanning ? Discuss any *two* tools used for external environment analysis.
3. What are the methods and techniques used for environmental analysis ?
4. Discuss the relevance of porter's Five Forces Model in understanding industry competitiveness.
5. Write about Retrenchment Strategies with reference to Turnaround and Divestment.
6. Write a short note on BCG matrix. Also mention the limitations of the matrix.
7. Write a short note on Blue Ocean Strategy with any one example of a company that created a "blue ocean".
8. What is Value Chain Analysis ? How does it help assess internal strengths ?
