

A-727

Total Pages : 3

Roll No.

MS-201

**BUSINESS POLICY AND STRATEGIC
MANAGEMENT**

Master of Business Administration (MBA)

3rd Semester Examination, 2024 (June)

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.

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(1)

P.T.O.

1. What are the elements in strategic management process ? Also discuss the steps involved in the strategic management process.
2. Discuss the various methods and techniques used for Environmental Analysis.
3. What is organizational appraisal ? Explain its objectives, process and constituents.
4. Outline the process of identification of corporate mission and articulation of corporate objectives, giving examples from real life situations.
5. Differentiate between corporate and business level strategies. Explain the importance of business level strategies.

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. ‘Strategic planning is a critical part of strategic management.’ Discuss.
2. Why appraisal of Organizational Capability Factors is necessary ?

3. What do you mean by synergy ? Why should a manager consider synergistic factor while making strategic decisions ?
4. What is competitive strategy ? What are the main pillars of competitive strategy ?
5. What is concentric diversification ? How is it different from conglomerate diversification ?
6. What are the various barriers in Strategic Evaluation and Control ?
7. What do you mean by Four Action Framework under Blue Ocean Strategy ?
8. Discuss the generic strategies given by Porter ? How relevant these strategies are in the present competitive environment ?
