

Roll No.....

MMS/D09
Business Policy and Strategic Management
Paper: CP-301

6206

Time: Three Hours]

[Maximum Marks: 70

Note :- Attempt any FIVE questions. Question No.1 is compulsory. All questions carry equal marks.

1. Write short notes on :
 - (a) Vision Statement
 - (b) Mission Statement
 - (c) Strategy
 - (d) Value Chain Analysis
 - (e) BCG Matrix
 - (f) Business Ethics and Corporate Strategy
 - (g) Business definition.
2. Define Strategic Management. Discuss the various elements in the Strategic Management Process.
3. What is SWOT analysis? Take the case of any Organization you are acquired with and give its SWOT analysis.
4. Explain the various strategic alternatives available to a firm. How is the choice of strategy made?
- 5.. Explain the following types of strategies:
 - (a) Merger and Acquisition strategies (b) Turnaround Strategy
 - (c) Diversification Strategy
 - (d) Divestment Strategy.

6. How are the strategy formulation and implementation related to each other? How does the pyramid of strategy activation operate?
7. What is the Structural Implementation of Strategy? Explain the various types of organizational structures that are considered in strategy implementation.
8. Define Strategic Evaluation. Discuss the various evaluation techniques for operational control.

