

Business Policy and Strategic Management**Paper: CP-301**

Time: Three Hours]

[Maximum Marks: 70

Note:- Attempt any FIVE questions. First question is compulsory and all carry equal marks.

I. Answer the following questions in brief:

- (a) What do you understand by financial objectives?
 - (b) What are strategic objectives? Why
 - (c) do firms have objectives?
 - (d) Name two conditions of competitive rivalry.
 - (e) What is meant by internal analysis?
 - (f) Explain the meaning of operating synergy.
 - (g) How do plans help strategist work?
2. Strategic leaders are primarily responsible for creating and implementing strategic changes. Describe these changes. What are crucial implementation questions for R and D ?
3. Distinguish between strategic evaluation and operational evaluation. Also explain the following aspects of control:
- (i) Management Control
 - (ii) Real Time Control
 - (iii) Strategic Control.
4. BCG product portfolio matrix is one tool that strategists can use to link resources allocation decisions to choices of strategy. What other tools are available and how are they used?
5. Why is it not possible to consider all alternatives in strategy choosing? Explain the contribution of the following to strategic choice making: (a) General Electronics Matrix
- (b) Shell's Directional Policy Matrix.
6. Explain the following in short :
- (a) Limitations of stability strategy
 - (b) . Various types of stability strategy
 - (c) Desirable expansion
 - (d) Retrenchment strategy
 - (e) When to integrate vertically.
7. What is meant by "core competencies" of a firm ? List *various* internal factors in the area of marketing and distribution to be considered for' assessment of internal strengths and weaknesses.
8. (a) Explain, with examples, how forces in the environment affect the formation of mission and objectives.
- (b) Explain the various phases of strategic management process.