

MMS/D-12

13582**BUSINESS POLICY AND STRATEGIC MANAGEMENT****Paper: CP-301**

Time : Three Hours]

[Maximum marks :70

Note: Attempt *five* questions in all. Question No. 1 is compulsory. All questions carry equal marks.

1. Compulsory Question

Write brief notes on the following:

- (a) Strategic management.
- (b) Strategic intent.
- (c) Officials objective and operative objectives.
- (d) Gap Analysis for objectives.
- (e) Environmental diagnosis.
- (f) Competitors environment.
- (g) Retrenchment strategies.

2. What is 'Business Definition'? What should a good business definition Include? Also describe role of the Board of Directors and lower level managers in strategic management.

3. (a) Explain Socio-economic environment of modern business.

(b) Why do strategists identify the nature of their customers and their concern in a product or service?

4. Describe the following in short:

- (a)** Internal analysis and Internal diagnosis.
- (b)** Capabilities and Competency of a firm.
- (c)** Strategic advantage profile (SAP) of a firm.

5. (a) Briefly describe the Four generic strategy.

(b) Explain meaning, advantages and disadvantages of vertical integration.

6 (a) Describe the manner in which the process of strategic choice works.

(b) Describe the GE nine cell matrix technique used for analyzing corporate portfolio.

7. Describe the major barriers to strategy implementation and discuss the means available to overcome such barriers

8. What do you mean by 'Strategy Evaluation and Control'? Explain the various techniques of evaluation and control.