

Roll No.

Total No. of Pages : 2

MMS/D11

6081

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. Write short notes on the following :
 - (a) Business Policy
 - (b) Vision Statement
 - (c) Value Chain Analysis
 - (d) Business Ethics and Strategy
 - (e) Concept of Synergy
 - (f) BCG matrix
 - (g) Relationship between strategy formulation and implementation.
2. Define Strategic Management. Discuss the steps involved in strategic management process.
3. Describe the essential characteristics of a good mission statement. Explain in detail the steps involved in the formulation of a mission statement.
4. What is SWOT analysis ? Take the case of an Indian Company you are acquainted with and give its SWOT analysis.
5. What are the various Grand Strategic Alternatives available to a firm ? Discuss the various types of expansion strategies.

6. What is the strategist view of Organization Structure ? Discuss the various kinds of structure for strategy implementation.
7. What do you mean by Strategy Evaluation and Control ? Explain the various techniques of evaluation and control.
8. Why is Industry Analysis important for a strategist ? Discuss the elements and implications of Porter's Five Forces Model of competition.