

MMS/DX 6181
CP-301 / BUSINESS POLICY AND
STRATEGIC MANAGEMENT

Time : 3 Hours

Maximum Marks : 70

Note : Attempt five questions. Question No.1 is compulsory.

Q-1 Explain the following :-

- (a) Strategic management
- (b) Mission statement
- © Business Ethics
- (d) Synergy
- (e) Competetive advantage
- (f) Corporate strategy
- (g) Business Policy

(2x7)

Q-2 What do you understand by strategic decision-making?
Discuss the process of strategic decision-making. (4+10)

Q-3 What is strategic planning? How is it different from long-range planning? Explain in detail. (7+7)

Q-4 Write a comprehensive note on the strategy formulation. (14)

Q-5 Write notes on any two of the following :

(a) ETOP analysis

(b) SWOT analysis

(c) BCG matrix (7+7)

Q-6 What do you understand by behavioural issues in strategy implementation? Explain (14)

Q-7 Explain the following : (7+7)

(a) Strategic evaluation or control.

(b) Strategic Alternatives

Q-8 How is corporate structure and strategy matched? Explain in detail. (14)