

**OMMS/D—I3
BUSINESS POLICY AND STRATEGIC MANAGEMENT
Paper—CP-301**

Time allowed: 3 hours]

[Maximum marks: 70

Note: Attempt five questions in all, question No. 1 is compulsory. All questions 'carry equal marks.

1. Explain/answer the following questions:

- (a) Business Policy and strategy.
- (b) Role of Board of Directors in strategic management.
- (c) Gap analysis approach.
- (d) V Concept of value chain.
- (c) Competitive advantage.
- (f) Real-Time control
- (g) Performance Management.

2. Differentiate between 'analysis' and 'environmental diagnosis'. Explain how values and attitude of people can pose threats or offer opportunities to some businesses?

3. What is meant by 'mission'? Why is it necessary as a starting point in the process of strategy management? Also explain features of a good business definition.

4. Write short notes on:

- (a) Strategic intent
- (b) Synergy
- (c) ETOP
- (d) Stability strategy.

5. Why do companies pursue expansion strategies? Describe merits and limitations of following expansion strategies:

- (a) Concentric
- (b) Conglomerate
- (c) Diversification
- (d) Acquisition.

6. Explain contribution of following in strategic choice

- (a) General Electric Matrix
- (b) Shell Directional Policy Matrix
- (c) C. Hoffers Product Market Matrix.

7. Explain McKinsey 7S framework. Also explain requirements for successful implementation of strategies.

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