

June - 2008

Roll No.

Subject Code—9645-X

M. B. A. EXAMINATION

(Fourth Semester)

(3 Years Scheme)

(Re-appear)

CP-401

BUSINESS POLICY AND STRATEGIC ANALYSIS

Time : 3 Hours

Maximum Marks : 70

Note : Attempt any *Five* questions. All questions carry equal marks.

1. Define business policy and business strategy. Explain evolution of strategy and strategic management.
2. What is the rationale of strategic management? Explain the process of strategic management.

(2-41)

P.T.O.

3. What are the features of mission statement ?
How is mission of a big company formulated ?
4. What is the difference between environmental analysis and diagnosis ? Explain the tools of environmental analysis.
5. What are grand strategies ? Explain in detail expansion strategy.
6. How is BCG matrix helpful in strategic choice ? What are the limitations of BCG matrix ?
7. Define competitive advantage. How can a firm get competitive advantage ?
8. Explain any *two* of the following :
 - (a) SWOT analysis
 - (b) Industry analysis
 - (c) Value chain
 - (d) Internal business environment.