

Roll No.

Subject Code—2190-X

M.B.A. EXAMINATION

(Third Semester)

(2 Years—New Scheme)

(Re-appear)

CP-301

**BUSINESS POLICY AND STRATEGIC
MANAGEMENT**

Time : 3 Hours

Maximum Marks : 100.

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

1. Discuss the nature, objectives and historical development of Business Policy. Also describe the process of strategic management with suitable illustrations.
2. Explain the terms vision, mission and objectives. Also write the characteristics of good mission statement and objectives of any organization.

3. Why is the study of environment important for the formulation of strategy ? Discuss the characteristics and components of external environment.
4. Elaborate the concept of internal analysis or organization appraisal and write techniques of internal analysis with suitable examples.
5. Discuss and compare BCG matrix and GE-nine cell model with suitable illustrations.
6. Elaborate the concept of Competitive Advantage with examples from Indian Industry.
7. Explain the concept of Experience Curve and Industry Analysis in context of strategy formulation.
8. Write short notes on any *two* of the following :
 - (a) SWGT Analysis
 - (b) Impact Matrix
 - (c) Concept of Value Chain.