

Roll No.

Subject Code—8174-X

M.B.A. EXAMINATION

(Third Semester)

(Re-appear Batch 2009 Onwards)

CP-301

**BUSINESS POLICY AND STRATEGIC
MANAGEMENT**

Time : 3 Hours

Maximum Marks : 70

Section A

1. Write short notes on any *Seven* of the following : **7×5=35**

- (i) Business Policy
- (ii) Vision
- (iii) Internal Analysis
- (iv) Experience Curve
- (v) BCG Matrix

- (vi) Impact of Changing Environment on Business
- (vii) Competitive Advantage
- (viii) Core Competence
- (ix) Industry Analysis
- (x) Value Chain.

Section B

Note : Attempt all the questions.

2. Define Strategy Management. What is its importance for general manager of a company ? 12

Or

Define Mission. What is relevance of mission ? What is the difference between mission and objectives ?

3. What do you mean by Environmental Analysis ? How is it conducted ? 12

Or

What tools and techniques are used for strategic analysis ?

4. Write a detailed note on GEC model. What are different advantages and limitations of this model ? 11

Or

How is strategic profiling of a firm done ?
Does it help in identifying competitive advantages of the firm ?