

**DH-436**

**M.B.A. (FT) III<sup>rd</sup> Semester Examination, 2014-15**

**Business Policy and Strategic Analysis**

**Paper - CP-301**

**Time : 3 Hours]**

**[Maximum Marks : 80**

**Section - 'A'**

**Short Answer Type Questions**

**Note :-** Answer any **four** questions. Each question carries 8 marks.

1. Around what questions does business policy revolve ?
2. What understanding and capabilities are required in managers to frame a business policy ?
3. What is vision ? Why it is difficult to set a vision for an organisation ?
4. Write short notes on :-
  - (a) Experience Curve.
  - (b) Historical Analysis.
5. What are the benefits of having a vision ?

6. Discuss briefly at least five distinctive characteristics of a mission statement.
7. Identify the roles that objectives play in business policy.
8. Discuss GEC model as a tool for strategic analysis. How does it help ?

**SECTION - 'B'**

**Long Answer Type Questions**

**Note :-** Answer any **three** questions from this section. Each question carries 16 marks.

9. In what different ways a business can be defined ? Discuss the three dimensions for defining a business.
10. How Michael E Porter model helps in understanding the industry analysis ? Discuss.
11. Distinguish between general and relevant environment & differentiate between external & internal components of environment & how these are described ?
12. Discuss value chain analysis as a technique of internal analysis of an organisation.
13. What organisational capability factors are considered as competitive advantage of a firm ? Discuss.