

Roll No.

Total No. of Questions : 13] [Total No. of Printed Pages : 3

DP-315

M.B.A. IIIrd Semester (FT)

Examination, 2018

Business Policy & Strategic Analysis

Paper - CP-301

Time : 3 Hours] [Maximum Marks : 80

Note :- Attempt all the questions.

SECTION - 'A' 4×8=32

Short Answer Type Questions

Note :- Attempt any **four** question from this section. Each questions carries 8 marks.

DP-315 (1) P.T.O.

1. Identify the roles that objectives play in business policy.
2. Provide a brief and clear explanation of the term 'Strategic Analysis'.
3. Explain in brief about SWOT analysis.
4. Discuss the BCG matrix.
5. How can an understanding of business policy help in a career choice ?
6. What is impact matrix, how it is used is strategic management ?
7. Write short note on Industry Analysis.
8. What is a 'distinctive competence' ? How it is important to strategy formulation of a company ?

SECTION - 'B' 16×3=48

Long Answer Type Questions

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

9. In what different ways a business can be defined ? Discuss the three dimensions for defining a business.

DP-315 (2)

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10. What do you understand by environmental analysis ? Discuss some techniques used for environmental scanning.
11. Discuss value chain analysis as a technique of internal analysis of an organisation.
12. What organisational capability factors are considered as competitive advantage of a firm ? Explain.
13. Discuss the significance of strategic analysis in the success of a company.



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