

Roll No.

Total No. of Questions : 13]

[Total No. of Printed Pages : 3

UA-501

**M.B.A. (Plain)/M.B.A. (Gen.Mgt./Mkt. Mgt./
Hum. Res. Mgt./Fin. Mgt./Mkt. & Sales Mgt./
Fin./Mkt.) (F.T.) IIIrd Semester (Reg./Ex./ATKT)**

Examination, 2023-24

Business Policy & Strategic Analysis

Paper - CP-301

Time : 3 Hours]

[Maximum Marks : 80

Note :- Attempt both Section.

SECTION - 'A

Short Answer Type Questions

4×8=32

UA-501

(1)

P.T.O.

Note :- Attempt any Four out of the given choices. Each question carries equal marks.

1. Explain the concept of strategic planning.
2. Explain the concept of value chain
3. Write a note on 'SWOT Analysis'.
4. Explain the different levels of strategy.
5. Write down the concept of stability strategy.
6. Differentiate between blue ocean Vs Red ocean strategy.
7. Elaborate the process of Resource allocation.
8. Explain the Concept of measuring performance.

SECTION - 'B'

Long Answer Type Questions

3×16=

Note :- Attempt any three out of the given choices. Each question carries equal marks.

9. Explain the process of Strategic Management in detail.
10. Write a detailed note on "Environmental Scanning".

UA-501

(2)

11. Explain the different types of corporate level strategies in detail.
12. Explain the concept of G.E.C. Model in detail.
13. Explain the concept of Balanced score card in detail.

