

DC-218

M.B.A. (Illrd Sem.) (F.T.) Examination-2013

BUSINESS POLICY & STR. ANALYSIS

Paper - 301

Time Allowed : Three Hours

Maximum Marks : 80

Section-A

Note : Answer any four questions from this section. Each questions carry 8 marks.

- Q.I 'A vision is too abstract to be any practical value'. Do you agree with this statement ? Justify your answer.
- Q.II How are mission statements formulated and communicated ?
- Q.III What problems can an incorrect and unclear mission create for an organisation.
- Q.IV Mention the characteristics of objectives. How these are different from characteristics of mission ?
- Q.V Explain the two dimensions used to build a GE nine cell matrix.
- Q.VI What are the various factors effecting the experience curve results ? How the experience curve is useful in formulating the business strategy ? Explain.
- Q.VII Distinguish between general and relevant environment.

- Q.VIII How is a summary environmental threat and opportunities profile prepared and what information it contains ? Briefly discuss.

Section-B

Note : Answer any three questions from this section. Each questions carry 16 marks.

- Q.IX Around what questions strategic management revolve ? Discuss.
- Q.X Provide a few examples of the opportunities and threats being faced by any organisation of automobile sector and discuss.
- Q.XI What are the implications of the following trends for strategy formulation within companies —
- (a) Rising population of young people in India.
 - (b) Growing size of the middle class in India.
 - (c) Poor quality of professional education in India.
 - (d) Spread of internet culture.
 - (e) Deplorable state of power supply and road network in India.
- Q.XII Discuss the concept of value chain and explain with the help of Porter's generic value chain system.
- Q.XIII Discuss the framework for analysing competition. Also explain how is a competitive (strategic) advantage profile of a company prepared.