

DR-405**M.B.A. (IIIrd-Sem.) (FT) Examination, 2019-20****BUSINESS POLICY & STRATEGIC ANALYSIS****Paper-CP-301****Time : 3:00 Hours****Maximum Marks : 80****Section-A****Short Answers Type Questions****Note:** Attempt any four questions. All questions carries equal marks. 4x8=32

- 1) "Business Policy is supported to integrate the knowledge of different functional areas of management for long term strategic decisions." Explain.
- 2) Differentiate between Vision and Mission of a company with help of an example.
- 3) "SWOT analysis is a very crucial element of Strategic Planning." Explain.
- 4) Explain Michael Porter's Five Forces Model for Analysing the Competitive environment of a firm.
- 5) What is the Impact Matrix, how is it used in Strategic Management of a firm.
- 6) Explain the concept of value chain in brief.

- 7) Explain the concept of Competitive Advantage of a firm. How does it helps in Strategy Formulation.
- 8) What are different levels of Strategies? Explain with the help of examples.

Section-B**Long Answer Type Questions****Note:** Attempt any three questions. 3x16=48

- 9) Write a detailed note on the areas covered in the study of Business Policy. <http://www.onlinebu.com>
- 10) What do you understand by Environmental Analysis? What changes are taking place in Indian Environment which needs to be considered in Formulating Business Policy.
- 11) Explain the following in Detail-
 - (a) B.C.G Matrix
 - (b) GEC Model
- 12) "The objective of Industry Analysis is to determine the opportunities and threats that exist for firms within a competitive Environment". Comment.
- 13) Write a Detailed note on Framework for Analyzing competition.

—x—

<http://www.onlinebu.com>
 Whatsapp @ 9300930012
 Your old paper & get 10/-
 पुराने पेपर्स भेजे और 10 रुपये पायें,
 Paytm or Google Pay से