

P-707

Total Pages : 3

Roll No.

MS-201

Business Policy and Strategic Management

Master of Business Administration (MBA)

3rd Semester Examination, 2023 (June)

Time : 2 Hours]

Max. Marks : 70

Note : This paper is of Seventy (70) marks divided into two (02) Sections A and B. Attempt the questions contained in these sections according to the detailed instructions given therein. Candidates should limit their answer to the questions on the given answer sheet. No additional (B) answer sheet will be issued.

SECTION–A

(Long Answer Type Questions)

Note : Section 'A' contains Five (05) long answer type questions of Nineteen (19) marks each. Learners are required to answer any Two (02) questions only.

(2×19=38)

1. Describe the importance of business policy to the organisation. What is the influence of a well formulated business policy internally and externally?
2. How do the 'objectives' of an organization help the formulation of a specific strategy?
3. Who are the key participants involved in strategy evaluation and control?
4. Distinguish between corporate and business level strategies. Explain the importance of business level strategies.
5. What do you mean by Behavioural Implementation? What are the major issues involved in Behavioural implementation?

SECTION-B

(Short Answer Type Questions)

Note : Section 'B' contains Eight (08) short answer type questions of Eight (08) marks each. Learners are required to answer any Four (04) questions only. (4×8=32)

Briefly discuss any four (04) of the following:

1. Nature of Strategy.
2. Process of strategy formulation.

3. Value Chain Analysis.
 4. Porter's Five Forces Framework.
 5. Stretch, Leverage and Strategic Fit.
 6. Strategic groups.
 7. Relevance of Blue Ocean Strategy in the present scenario.
 8. Factors affecting Strategic Choice.
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