

Roll No. ....

## **MS–201/CP–3001**

### **Business Policy and Strategic Management/ Strategic Management**

Master of Business Administration  
(MBA–10/12/13/16/17)

Third/Fifth Semester, Examination, 2018

**Time : 3 Hours**

**Max. Marks : 80**

**Note :** This paper is of **eighty (80)** marks containing **three (03)** sections A, B and C. Learners are required to attempt the questions contained in these sections according to the detailed instructions given therein.

#### **Section–A**

##### **(Long Answer Type Questions)**

**Note :** Section ‘A’ contains four (04) long answer type questions of nineteen (19) marks each. Learners are required to answer *two* (02) questions only.

1. Explain the importance of strategic Management for a Company. Discuss the various phases in strategic management process.
2. What do you mean by Organisational analysis ? How does it help in strategy formulation ?
3. What do you mean by behavioural implementation of strategy ? Discuss briefly the relevant issues involved in behavioural implementation.

**(B-57) P. T. O.**

4. What do you mean by technology management ? Discuss the barriers that make technology management ineffective.

### **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 *four* (04) questions only.

1. Why do organisations need strategies ? Discuss different form of strategy.
2. What are core competencies ? How many core competencies are required for a company ?
3. What is the relevance of strategic intent ? How does it defines an organisations actions ?
4. What is low-cost strategy ? How does value chain analysis help to achieve a low-cost strategy ?
5. What is contingency approach to strategic choice ? What are the issues involved in the choice of contingency strategies ?
6. How do strategy affect orgnisations structure ? Identify different structural mechanisms to implement a strategy.
7. Explain different techniques of strategy control.
8. What is strategic evaluation ? Who does the performance evaluation ?

**Section–C**

**(Objective Type Questions)**

**Note :** Section ‘C’ contains ten (10) objective type questions of one (01) mark each. All the questions of this section are compulsory.

Write True/False against the following :

1. Business Policy and strategic management are same.
2. Objectives are timeless, enduring and unending.
3. Competitive strategy is also known as corporate level strategy.
4. Environment diagnosis is done by ETOP.
5. Strategy formulation is also referred as strategic decision.
6. In Porter’s Five Forces, the threat of new entrants’ relates to Barriers to entry.
7. Joint venture lead to increase in a cost.
8. 7-S approach was developed by Arthur.
9. An organisation’s ability to respond with speed and flexibility is improved by continuous monitoring.
10. The boundaries and levels in an organizations hierarchy are known as vertical boundaries.