

S-865

Total Pages : 3

Roll No. -----

MS-201

Business Policy and Strategic Management

Master of Business Administration (MBA)

3rd Semester, Examination 2022(Dec.)

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.

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 x 19 = 38]

P.T.O.

- Q.1. Why has strategic management become so important to today's corporations?
- Q.2. "Resources help in gaining competitive advantage". Explain this statement in light of Resource-Based approach to strategic analysis.
- Q.3. Discuss in detail the Corporate-level, Business Level and Functional level Strategies.
- Q.4. Explain the process of strategic choice. What are the steps involved in the process of strategic choice?
- Q.5. What are the various barriers in Strategic Evaluation and Control?

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 x 8 = 32]

- Q.1. Features of an effective business policy.
- Q.2. Elements in strategic management process.
- Q.3. Hierarchy of Strategic Intent.
- Q.4. Environmental Analysis and Diagnosis Process.
- Q.5. Boston Consulting Group (BCG) Matrix.
- Q.6. Contingency Strategies.
- Q.7. Framework for the Development of Strategic Advantage by an Organization.
- Q.8. Techniques used for organizational appraisal.
