

Subject : Business Policy & Strategic Management

Day : Thursday

Date : 11/06/2015

S.D.E.



Time : 10.00 AM TO 1.00 PM

Max Marks : 70 Total Pages : 1

N.B.:

- 1) Attempt any **FOUR** questions from Section-I and any **TWO** questions from Section-II.
 - 2) Figures to the **RIGHT** indicate full marks.
 - 3) Answers to both the sections should be written in the **SAME** answer books.
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SECTION-I

- Q.1** Discuss the factors to be considered by a business for conduct of environment analysis. (10)
- Q.2** Explain the BCG Matrix and GEC Model. (10)
- Q.3** What is the relation between strategy and organisational structure ? Discuss. (10)
- Q.4** Critically evaluate the role of the Government as a regulator of Business. (10)
- Q.5** Write short notes on any **TWO** of the following: (10)
- a) Competitive advantage of a firm
 - b) Ethics and social responsibility
 - c) Strategic management in international firms

SECTION-II

- Q.6** Consider any two firms in the Indian context. Identify and explain on the strategies adopted by these firms. (15)
- Q.7** Conduct a competitive analysis of the mobile telecommunications industry in India. Emphasize on the industry forces acting within the industry. (15)
- Q.8** Advise a bank on the utilization of appropriate techniques of strategy analysis. (15)

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