

Subject : Business Policy and Strategic Management

Day : Wednesday
Date : 14/12/2016



Time : 10.00 A.M. TO 01.00 P.M.
Max Marks : 70 Total Pages : 1

N.B.:

- 1) Attempt **ANY FOUR** questions from Section – I and **ANY TWO** questions from Section – II.
 - 2) Answers to both the sections should be written in the **SAME** answer book.
 - 3) Figures to the right indicate **FULL** marks.
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SECTION – I

- Q.1** What is the importance of having Vision and Mission statements in strategic management? [10]
- Q.2** What are the threats and opportunities faced by the retail sector in India? [10]
- Q.3** Discuss the role of government as a regulator of business. [10]
- Q.4** Discuss the relation between strategy and structure while implementing strategies in a business organization. [10]
- Q.5** Write short notes on **ANY TWO** of the following: [10]
- a) Strategic management in international firm
 - b) GEC Model
 - c) Techniques for strategic analysis

SECTION – II

- Q.6** A pharmaceutical company intends to undertake social responsibility activities. Suggest a suitable plan that may benefit members of the society from a certain region [15]
- Q.7** Consider any company from India. Identify and explain the expansion strategy adopted by the company. [15]
- Q.8** Discuss the frame work for analyzing competition for a two wheeler manufacturer in India who is specialized in manufacture of 100-150cc motorcycles running on petrol fuel. [15]

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