

Subject : Business Policy & Strategic Management

Day : Tuesday
Date : 06/12/2016



Time : 10.00 AM TO 1.00 PM
Max Marks : 70 Total Pages : 1

N.B.:

- 1) Attempt **ANY THREE** questions from Section – I and attempt **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.

SECTION – I

- Q.1** Why is environmental analysis of importance to business? Discuss the procedure for conduct of environment analysis. [14]
- Q.2** Discuss the concept and importance of : [14]
a) Impact Matrix
b) BCG Matrix [14]
- Q.3** What are the threats and opportunities faced by companies producing and selling beverage drinks? Elaborate.
- Q.4** What are the most essential requirements for successful implementation of a business strategy? Discuss. [14]
- Q.5** Write short notes on **ANY TWO** of the following: [14]
a) Government as a regulator of business
b) Organizational values and their impact on strategy
c) Concept of Value Chain Analysis

SECTION – II

- Q.6** What broad strategies should the following firms adopt? Justify: [14]
a) A firm whose market share is declining in the biscuit industry.
b) A firm that is a dominant player with more than 75% market share in the travel and tourism services industry.
- Q.7** Many Indian firms have diversified in the recent past: Consider two such firms and provide information on: [14]
a) Why have they diversified?
b) Type of diversification used.
- Q.8** A pharmaceutical company seeks your advice on conduct of activities that will benefit the local community. Suggest activities for the company. [14]

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