

**Subject : Business Policy & Strategy**

Day : Friday  
Date : 03/06/2016



Time : 02.00 PM TO 05.00 PM  
Max Marks : 80 Total Pages : 1

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**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.
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**SECTION – I**

- Q.1** What are the important components of Strategies Management Process? **(16)**
- Q.2** Explain the selection process of the Strategy alternative and choice based on the BCG matrix model. **(16)**
- Q.3** Corporate strategy formulation consists of vision, mission, objective and goals. Explain this concept in the context of strategy formulation. **(16)**
- Q.4** Successful business needs adaptation of their business with changing environment? Explain how the external environment affects the business in identifying the opportunities and threat for the future of their business. **(16)**
- Q.5** Write short notes on any **TWO** of the following: **(16)**
- a) Corporate Governance
  - b) Types of Strategic Control
  - c) Benefits of Strategic Management
  - d) Michael Porters: Five Force Model

**SECTION - II**

- Q.6** A leading FMCD Company in India is planning to expand its business in related and unrelated field. Prepare alternative organization structures keeping in mind the advantages and disadvantages of different organization structure. **(16)**
- Q.7** Prepare a SWOT analysis report for the company of your choice. Keep the current changes taking place in internal and external environment for the chosen company? **(16)**
- Q.8** Prepare a Business Strategy Plan for the company intending to achieve highest growth in the next ten years in India. **(16)**

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