

Subject : Business Policy & Strategy

Day : Wednesday
Date : 07/12/2016



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

N.B.:

- 1) Attempt **ANY FIVE** 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 Mission, Objectives and Goals? Discuss their importance to business organizations. [10]
- Q.2** Explain in detail the components of Strategic Management Process. [10]
- Q.3** Discuss the nature, importance and objectives of Business Policy. [10]
- Q.4** Why is SWOT Analysis of important to a business organization? With suitable example explain the impact of any two factors of the external environment on a business. [10]
- Q.5** What is Strategic Analysis? Discuss any one method of evaluating strategies. [10]
- Q.6** Write short notes on **ANY TWO** of the following: [10]
- a) Distinct competencies
 - b) Foundations of Business Strategies
 - c) Concept / necessity of Corporate Governance

SECTION – II

- Q.7** Discuss types of Corporate Strategies that firms formulate and implement. [15]
- Q.8** “Strategic evaluation and control” are essential for strategic implementation”. Discuss. [15]
- Q.9** Conduct a ‘five forces’ analysis of any company of your choice with discussion on competition existing for the company from each of the five forces. [15]

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