

Roll No. Total Pages : 2

MMS/D-12

13582

BUSINESS POLICY AND STRATEGIC MANAGEMENT
Paper : CP-301

Time : Three Hours]

[Maximum Marks : 70

Note : Attempt five questions in all. Question No. 1 is compulsory. All questions carry equal marks.

1. Compulsory Question.

Write short notes on the following :

- (a) Strategic management.
- (b) Strategic intent.
- (c) Officials objective and Operative objectives.
- (d) Gap analysis for objectives.
- (e) Environmental diagnosis.
- (f) Competitors environment.
- (g) Reiranchment strategies.

2. What is 'Business Definition' ? What should a good business definition include ? Also describe role of the Board of Directors and lower level managers in strategic management.

- 3. (a) Explain Socio-economic environment of modern business.
- (b) Why do strategists identify the nature of their customers and their concern in a product or service ?

4. Describe the following in short :

- (a) Internal analysis and Internal diagnosis.
- (b) Capabilities and Competency of a firm.
- (c) Strategic advantage profile (SAP) of a firm.

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[P.T.O.]

- 5. (a) Briefly describe the Four generic strategy.
- (b) Explain meaning, advantages and disadvantages of vertical integration.
- 6. (a) Describe the manner in which the process of strategic choice works.
- (b) Describe the GE nine cell matrix technique used for analysing corporate portfolio.
- 7. Describe the major barriers to strategy implementation and discuss the means available to overcome such barriers.
- 8. What do you mean by 'Strategy Evaluation and Control' ? Explain the various techniques of evaluation and control.

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