

Roll No. *MBA-II*

Total Pages : 2

MBA/M-16

11520

BUSINESS POLICY AND STRATEGIC MANAGEMENT

Paper : MBAD-201

Time : Three Hours]

[Maximum Marks : 80

Note : Attempt *five* questions selecting Q. No. 1 which is compulsory. In addition, attempt *one* question from each of the four units.

Compulsory Question

1. Explain the following :
 - (a) Strategic decision making.
 - (b) BCG business portfolio matrix.
 - (c) Synergy and its strategic implications.
 - (d) New modes of leadership.
 - (e) SWOT analysis.

(5×4=20)

UNIT-I

2. What do you understand by strategic management? Describe new trends and directions in strategic management.
3. What is environment scanning? Describe its usefulness in strategy formulation.

(5+10=15)

(5+10=15)

UNIT-II

4. What are generic strategic alternatives? Do you feel growth and retrenchment strategic alternatives complement each other? Explain.

(5+10=15)

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[P.T.O.]

5. Write notes on the following :
- (a) Strategic Choice.
 - (b) Directional Policy matrix. (8+7=15)

UNIT-III

6. What do you understand by 'matching strategy with structure' ? Describe its implications for strategic implementations. (5+10=15)
7. Write a comprehensive note on the behavioural implications for strategic implementations. (15)

UNIT-IV

8. What is strategic control? Describe its techniques in brief. (5+10=15)
9. Critically examine the role of organization system in strategic evaluation. (15)
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