

Roll No. ....

Total No. of Pages : 2

**MMS/D11**

**6081**

**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. Write short notes on the following :

- (a) Business Policy
- (b) Vision Statement
- (c) Value Chain Analysis
- (d) Business Ethics and Strategy
- (e) Concept of Synergy
- (f) BCG matrix
- (g) Relationship between strategy formulation and implementation.

2. Define Strategic Management. Discuss the steps involved in strategic management process.
3. Describe the essential characteristics of a good mission statement. Explain in detail the steps involved in the formulation of a mission statement.
4. What is SWOT analysis ? Take the case of an Indian Company you are acquainted with and give its SWOT analysis.
5. What are the various Grand Strategic Alternatives available to a firm ? Discuss the various types of expansion strategies.

6081

Contd.

6. What is the strategist view of Organization Structure ? Discuss the various kinds of structure for strategy implementation.
7. What do you mean by Strategy Evaluation and Control ? Explain the various techniques of evaluation and control.
8. Why is Industry Analysis important for a strategist ? Discuss the elements and implications of Porter's Five Forces Model of competition.

6081

3800