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MB-9

M.B.A. (IIIrd Sem.)(F.T.) Examination-2016

BUSINESS POLICY & STRATEGIC ANALYSIS

Paper - CP-301

Time Allowed : Three Hours

Maximum Marks : 80

Note : Both section are compulsory.

Section-A

Short Answer Type Questions

Note : Attempt all four questions from the following.

Each question carries 8 marks.

- Q.I What is the difference between business policy and business objectives.
- Q.II "PESTLE Analysis helps in environmental analysis", How ?
- Q.III What is impact matrix, how it is used is strategic management ?

(2)

- Q.IV Explain the basic concept behind value chain analysis.
- Q.V How core competencies of a firm forms a competitive advantage for it ?
- Q.VI How a mission statement is formed ?
- Q.VII What do you understand by business strategic analysis ?
- Q.VIII How is experience curve helpful in analysing a business unit ?

Section-B

Long Answer Type Questions

Note : Attempt any three questions.

Each question carries 16 marks.

- Q.IX What do you understand by vision. Why should it be known to all employees of an organisation ?
- Q.X What is SWOT analysis, do a SWOT analysis of Patanjali Ayurveda Company ?

(3)

- Q.XI Explain the GEC model of strategic management.
- Q.XII 'Industry Analysis can be explained through Porter's Five Forces Analysis'. Explain.
- Q.XIII What is competitor analysis, explain with the industry success factor ?