

Roll No.

Total No. of Questions : 13]

[Total No. of Printed Pages : 3

DV-424

M.B.A.(F.T.) IIIrd Semester

Examination, 2021-22

Business Policy & Strategic Analysis

Paper - CP-301

Time : 3 Hours]

[Maximum Marks : 80

Note :- Attempt all the questions.

SECTION - 'A'

Short Answer Type Questions 8×4=32

Note :- Attempt any four questions. All questions carries equal marks.

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(1)

P.T.O.

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1. Explain the relevance of strategic management in today's Business scenario.
2. What are the disadvantages of not having vision and values of a business organization.
3. Explain Porter's competitive model. With Suitable example.
4. What is the importance of value chain concept in today's competitive Business Scenario.
5. Write a short note on :
 - (a) Corporate strategy
 - (b) Directional strategy
6. Explain Red ocean's Vs Blue ocean strategy.
7. What is BCG Matrix ? Explain its relevance in today's Scenario.
8. Explain difference between Strategic Control and operational control.

SECTION - 'B'

Long Answer Type Questions 16×3=48

Note :- Attempt any three questions.

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9. In what different ways a business can be defined. Discuss how Corporate culture helps to achieve organizational goal.
10. "A Vision is of hardly any Practical value." Do you agree with the statement? Justify your answer.
11. What is SWOT Analysis. Explain with Suitable example.
12. Explain Growth, stability and Retrenchment Strategy. How it help to acheive the organisational goal.
13. Competencier of an organisation are used to gain Competitive advantages that lead to Choice of Strategies. Eluciate.
