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UR-239

M.B.A. (IVth Sem.) Part Time Exam.-2010

**BUSINESS POLICY AND STRATEGIC
MANAGEMENT**

Paper - P-401

Time Allowed: ~~Three~~ Hours

Maximum Marks : 70

Note : Attempt any four questions from this section, each carries 7 marks. $4 \times 7 = 28$

Section-A

- Q.I Describe strategic management process with the help of steps which have logical connectivity.
- Q.II For a mission statement to be effective what characteristics it must have ?
- Q.III Why is industry analysis important for companies ?

- Q.IV Explain the concept of environment in the context of Industry.
- Q.V How "Long term objectives" of a firm are formulated ?
- Q.VI What is strategic control ? Explain.
- Q.VII What factors influence strategic choice decisions ?
- Q.VIII Why sources of environmental information are important.

Section-B

Note : Answer any 3 from this section. Each carries 14 marks.

- Q.IX "Strategic management leads to improved financial performance" do you agree ? Rationalise your answer.
- ~~Q.X~~ How would you evaluate forecasting techniques ?
- Q.XI How is GE ninecell planning grid is useful for a CEO of a company.

- Q.XII Organisations are formed for pursuit of objective which is an outcome of integration of structure, leadership and culture. Elaborate.
- Q.XIII How "Operationalising the strategies" helps corporate development ? Also discuss its key requirements.