

Total No. of Questions : 13 Total No. of Printed Pages : 2

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M.B.A. (PT) IVth Semester Examination, 2013-14

Business Policy And Strategic Management

Paper - CP-401

Time : 3 Hours]

[Maximum Marks : 70

Section - 'A'

4×7=28

N. :- Please attempt any **four** questions out of the following.
Each question carries seven marks. Write short answers.

1. Enumerate the major issues in strategic decision making.
2. Differentiate clearly between the external and internal components of environment.
3. What do you corporate strategies deal with ?
4. What are the factors that help to create the context for an internationalisation strategy ?

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5. ✓ What is the importance of business strategies ?
6. ✓ Explain the two dimensions used to built a GE Nine-cell matrix. onlineBU.com
7. What does corporate culture consists of ?
8. How is strategic surveillance done ?

SECTION - 'B'

3×14=42

Note :- Please attempt any three question out of the following.
Each question carries fourteen marks. Write descriptive Essay type answers.

9. ✓ Describe the essential characteristics of a mission statement. In What different ways can a mission statement be formulated ?
10. Discuss concentration strategy and describe its advantages and limitations.
11. ✓ Describe the contents of a good and workable strategic plan for a large business group on a public sector enterprise in India.
12. ✓ Describe the major tasks that strategic leaders perform in organisations.
13. Write a descriptive note on the nature and importance of strategic evaluation. onlineBU.com

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