

FACULTY OF MANAGEMENT
M.B.A (CBCS) IV-Semester Examination, August 2023
Subject: Business Policy Strategy
Paper: 401

Time: 3 Hours

Max. Marks: 80

PART – A

Note: Answer all the questions.

(5 x 4 = 20 Marks)

1. Write a short note on Strategic Planning
2. Explain Concept of Environmental Scanning.
3. What is Situational Analysis?
4. What are the Strategy Choices?
5. Explain steps to evaluate strategy.

PART – B

Note: Answer all the questions.

(5 x 12 = 60 Marks)

6. (a) Define Business. Explain its objectives and characteristics.
(OR)
(b) Explain the process of strategic management.
7. (a) How external environment scanning is significant for the business? Write a note on various components of external environment.
(OR)
(b) Discuss Porter's Five Forces model and explain its utility in strategic management.
8. (a) Explain functional level strategy. What factors should be considered while formulating functional level strategy?
(OR)
(b) Explain the basic types of offensive strategies.
9. (a) What is diversification? Explain various types of diversification strategies.
(OR)
(b) What are the issues in implementing 'merger strategy' successfully? Cite the latest Indian examples relevant to the merger strategy.
10. (a) What is Strategic control? Explain its various types.
(OR)
(b) Define '7 – S' model. How it helps in reducing the difficulties in strategy implementation? Explain.

FACULTY OF MANAGEMENT
MBA (CBCS) IV Semester (Very Old) Examination, August 2023
Subject: Strategic Management
Paper – MB – 401

Time 3 Hours

Max. Marks: 80

PART – A

Note: Answer all the questions.

(5 x 4 = 20 Marks)

- 1 Strategic Positioning
- 2 Capacity building
- 3 Runner-up Firms
- 4 Strategy Integration
- 5 Strategic Leadership

PART – B

Note: Answer all the questions.

(5 x 12 = 60 Marks)

- 6 (a) What are the factors that shape the strategies of a firm?
(OR)
(b) Discuss the process of developing strategic model.
- 7 (a) What is Environmental Analysis? Explain about External Environmental Analysis.
(OR)
(b) Explain the merits and demerits of Value Chain Analysis.
- 8 (a) Describe the procedure of Strategy Formulation.
(OR)
(b) Explain various stages of Industry Life Cycle.
- 9 (a) Discuss the merits and demerits of Integration Strategies.
(OR)
(b) Explain in detail the Acquisition Strategies.
- 10 (a) Explain the significance of attaining behavioral control in changing business environment.
(OR)
(b) Explain the methods of promoting smart governance in business organization.

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