

4. What are the SBAs and SBUs ?
5. Explain the concept of project planning.
6. Explain the concept of Ad hoc management.
7. Discuss the role of consultant in strategic management.
8. Explain the characteristics of a mission statement.
9. What is SWOT Analysis ?
10. Discuss the characteristics of environment.

Section B

Note : Attempt all the questions.

11. Discuss political, economic, regulatory and markets components of business environment.

Or

Explain in detail GEC model. **12**

12. Discuss operational, contingency, short and long range planning in context of business policy.

Or

Critically examine competitive advantages of firm. **12**

13. Explain briefly various approaches to strategies decision making.

Or

Explain the following :

- (a) The experience curve
- (b) Concept of value chain. **11**

Roll No.

Exam Code : J-19

Subject Code—0213

M.B.A. EXAMINATION

(Batch 2009 to 2017)

(Third Semester)

BUSINESS POLICY AND STRATEGIC
MANAGEMENT

CP-301

Time : 3 Hours

Maximum Marks : 70

Section A

Note : Attempt any *Seven* questions. **7×5=35**

1. Explain the purpose of Business Policy.
2. Discuss the business policy in terms of skills.
3. Discuss the responsibilities of senior management.

(3-93-1-0119) **J-0213**

P.T.O.