

Roll No. ....

Exam Code : J-19

Subject Code—0240

**M.B.A. EXAMINATION**

(Batch 2018 Onwards)

(Third Semester)

BUSINESS POLICY AND STRATEGIC  
ANALYSIS

CP-301

*Time : 3 Hours*

*Maximum Marks : 70*

**Note :** Attempt *Five* questions in all, selecting at least *one* question from each Unit. Q. No. **1** is compulsory.

1. (a) Define Vision.
- (b) Define Business Ethics.
- (c) Define Value Chain.
- (d) Define SBU.

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- (e) Define Take Over.
- (f) Define Machine Structure.
- (g) Define Values. **2×7=14**

### **Unit I**

- 2. Explain the nature of strategic decision-making. **14**
- 3. What is the role of strategist in strategic management ? **14**

### **Unit II**

- 4. Explain the characteristics of objectives. What are the issues in objective setting ? **14**
- 5. Explain in detail various types of strategies. **14**

### **Unit III**

- 6. What are the various structures of strategies ? **14**

- 7. Discuss the composition of corporate culture. What is the impact of culture on corporate life ? **14**

### **Unit IV**

- 8. Discuss nature and importance of strategic evaluation. What are the barriers in evaluation ? **14**
- 9. Explain the evaluation techniques for operational control. **14**