

MASTER OF BUSINESS ADMINISTRATION
Third Semester
BUSINESS POLICY & STRATEGIC MANAGEMENT
(MBA - 17)

Duration: 3Hrs.

Full Marks: 70

Part-A (Objective) =20
Part-B (Descriptive) =50

(PART-B: Descriptive)

Duration: 2 hrs. 40 mins.

Marks: 50

Answer any *five* of the following questions:

1. What do you mean by Business Policy? What are the features of Business Policy?
(2+8=10)
2. What is the difference between Strategies and Policies? What are the stages of Strategic Management?
(5+5=10)
3. What are the benefits of strategic planning to a firm? What are the pitfalls of Strategic Management?
(5+5=10)
4. What do you understand by Experience Curve? What are the guidelines for effective strategic Management?
(2+8=10)
5. What do you understand by SWOT Analysis?
(10)
6. What do you understand by Demographic factor? What do you mean by Technology for Nations?
(5+5=10)
7. What do you understand by PESTLE?
(10)
8. What is BCG Matrix? What are the Primary activities of a Value Chain?
(5+5=10)

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Duration: 20 minutes

Marks – 20

(PART A- Objective Type)

I. Answer the following:

1×20=20

1. What is the full form of GEC Model?

2. What is the full form of BCG Matrix?

3. One of the primary activities of value Chain is operation.

True or False

4. There are five support activities in Value Chain.

True or False

5. The stage where raw material are turned into finished product is called _____ in value chain

6. A leader in the market that exhibits a return on assets is-

- | | |
|----------|-------------------|
| a) Dogs | b) Question Marks |
| c) Stars | d) Cash Cows |

7. One of the functions of retailing is-

- | | |
|-------------------|--------------|
| a) Transportation | b) Selling |
| c) Advertising | d) Promotion |

8. The stores that sell low price product with low margin is called?

- | | |
|----------------------|---------------------|
| a) Discount Store | b) Department store |
| c) Convenience store | d) Super Store |

9. What is the full form of FIPB?

10. What is the full form of MAN?

11. A strategic profile of a firm is the _____ of firms history.

12. The P of PEST Analysis comprises of –

- a) Personal
- b) Political
- c) Promotional
- d) Preliminary

13. What is the full form of LEPSET?

14. The Boston consulting group was established in –

- a) 1960
- b) 1969
- c) 1959
- d) 1950

15. The value chain concept was developed by-

- a) Michael Porter
- b) Peter Drucker
- c) Maslow
- d) Sigmund Freud

16. One of the steps in Strategic profiling is SWOT Analysis. True or False

17. What is the full form of USP?

18. Impact factor matrix was design for deciding sales target. True or False

19. What is the full form of AIDA?

20. The Concept of Value chain was developed in?

- a) 1980
- b) 1969
- c) 1959
- d) 1950
