

BA 172301

Roll No. of candidate

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BINA CHOWDHURY CENTRAL LIBRARY
(GIMT & GIPS)
Azara, Hatkinwapara,
Biswaah 731017

2/3/21

2021

M.B.A. 3rd Semester End-Term Examination

BUSINESS POLICY AND STRATEGIC MANAGEMENT

(New Regulation)

(New Syllabus)

(w.e.f. 2017-2018)

Full Marks – 70

Time – Three hours

The figures in the margin indicate full marks
for the questions.

Answer question No. 1 and any *four* from the rest.

1. Answer the following : (MCQ)/Fill in the blanks) (10 × 1 = 10)
- (i) What are the means by which long term objectives will be achieved?
- (a) Strategies
(b) Policies
(c) Strengths
(d) Opportunities
- (ii) Stability strategy is a _____ strategy.
- (a) Corporate level
(b) Business level
(c) Functional level
(d) Strategic level
- (iii) Marketing strategy is a _____ type of strategy.
- (a) Business level
(b) Growth
(c) Corporate level
(d) Functional level

[Turn over

(iv) Low cost, differentiation and focus are examples of _____

- (a) Corporate strategies
- (b) Operational strategies
- (c) Business strategies
- (d) Functional strategies

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(v) In strategic thinking, how long is the long term approximately?

- (a) 1 month to 1 year
- (b) 2 to 3 years
- (c) 3 to 5 years
- (d) More than 5 years

(vi) Diversification can be best classified as

- (a) Potential opportunities
- (b) Potential threats
- (c) Potential strengths
- (d) Potential weakness

(vii) Selling all of a company's assets in part for their tangible worth is called.

- (a) Divestiture
- (b) Concentric diversification
- (c) Liquidation
- (d) Unrelated integration

(viii) _____ refers to the purposes an organization strives for.

- (a) Strategic intent
- (b) Strategic formulation
- (c) Strategic implementation
- (d) Strategic control

(ix) A company offers unique products that are widely valued by customers, it is likely to follow a

- (a) Differentiation strategy
- (b) Combination strategy
- (c) Focus strategy
- (d) Cost leadership strategy

- (x) A joint venture can be defined as
- (a) Two firms collaborate together in a specific project.
 - (b) One firm licenses its intellectual property to another firm
 - (c) Two firms merge together
 - (d) Two firms come together to form a third, legally separate firm
2. (a) Briefly discuss the concept of strategy and strategic intent. (4 + 4 = 8)
- (b) What do you mean by business definition? Briefly discuss the various dimensions. (3 + 4 = 7)
3. (a) Briefly discuss BCG matrix. (7)
- (b) Discuss VRIO framework in detail. (8)
4. (a) Does a no-change stability strategy involve doing nothing? Why? How can a turnaround be managed? (4 + 4)
- (b) What do you mean by digitalization? Briefly discuss click and brick pattern and pure e-digital products pattern. (3 + 4)
5. (a) Discuss expansion through concentration with the help of Ansoff's product-market matrix. (8)
- (b) Distinguish between concentric mergers and conglomerate mergers citing examples from an Indian business house. (7)
6. (a) What is the necessity for integration of functional plans and policies? Discuss the role that BODs and CEOs play in evaluation of strategies. (4 + 4)
- (b) How is strategic surveillance done? When can a special alert control be used? (3 + 4)
7. (a) What does the process of strategic choice essentially deal with? How can a clear business definition help a strategies in focusing on strategic alternatives? (4 + 4)
- (b) How a product based structure is different from a customer based structure? Mention the steps followed in organization design. (3 + 4)
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