

Paper-M.C.-206 : Business Policy & Strategic Management

(Same for USOL Candidates)

Time Allowed : 3 Hrs.

Maximum Marks : 80

Note : Attempt any FIVE questions.

1. "A company's business model is management's story line for how the strategy will be money maker". Critically evaluate the statement with the help of suitable examples drawn from industry. 16
2. What is a "Strategy" and why organisations 'craft strategy'? What do you understand by Sustainable competitive advantage and what strategic approaches do the organisations need to adopt to achieve it? 8 + 8
3. "Objectives setting needs to be top down rather than bottom up". Explain why "setting" objectives are considered essential for achievement of results and outcomes that the company's management wants to achieve? 16
4. Discuss the low cost leadership strategies that can help the organisations to attain success. 16
5. Explain :
(a) The advantages and disadvantages of vertical integration strategy.
(b) The advantages and disadvantages of being "First mover". 8 + 8
6. Examine the need for Stakeholder Relationship Management. Suggest the ways through which a large organisation can implement an effective plan to engage its stakeholders. 8 + 8
7. Various Management Scholars in India feel that professionalising management within and minimal state controls can lead to better quality of business ethics. Critically evaluate the statement. 16
8. Discuss the nature and importance of strategic evaluation. Who are the participants in strategic evaluation and what are the barriers they encounter in evaluation? 8 + 8
9. Describe the process for operational control. 16
10. How does a firm decide whether it should continue to invest in current known technology or in new untested technology? Explain the factors that encourage or discourage such a shift. Discuss the Key Success Factors in e-Commerce. 12 + 4