

2008**M B A****2nd Semester Examination****BUSINESS POLICY AND STRATEGIC MANAGEMENT****PAPER—206****Full Marks : 100****Time : 3 Hours**

The figures in the right-hand margin indicate full marks.

Candidates are required to give their answers in their own words as far as practicable.

Illustrate the answers wherever necessary.

Write the answers to Questions of each Half in separate books.

(First Half)**(Marks : 50)**

1. Answer any four questions : 5×4
- (a) What do you understand by vision and mission of an organisation ?
 - (b) Explain the term 'strategy'.
 - (c) Systematic environmental scanning is a must in today's business scenario. Elucidate the statement.
 - (d) Write a short note on core competence.
 - (e) What do you understand by the Issues Priority Matrix ?
 - (f) Discuss briefly the meaning of value chain (as given by the Porter) with the help of a diagram.

(Turn Over)

2. Answer any *two* questions : 10×2
- (a) Explain the term 'Strategic Business Unit'. What are the different levels at which strategy is formulated? 4+6
- (b) Discuss in detail Porter's Five Forces Model. 10
- (c) Why do organisations diversify? Explain the risks associated with diversification strategy. What is the difference between concentric and conglomerate diversification. 3+3+4

[Internal Assessment : 10 Marks]

(Second Half)

(Marks : 50)

3. Answer any *four* questions : 5×4
- (a) Explain the meaning of Corporate Portfolio Analysis.
- (b) What do you understand by Strategic Implementation.
- (c) Is there any relationship between strategic formulation and strategic implementation? Explain with reasons.
- (d) What are the points of difference between strategic formulation and strategic implementation?
- (e) Structure follows strategy. Elucidate the statement.
- (f) Write a short note on premise control.
4. Answer any *two* questions : 10×2
- (a) Describe the different steps in the strategic implementation process.
- (b) How is the BCG matrix used as a tool for corporate portfolio analysis?
- (c) (i) Strategic control is not the same as operational control. Give your views.
- (ii) What do you understand by premise control? 5+5

[Internal Assessment : 10 Marks]