

**MASTER OF BUSINESS ADMINISTRATION
THIRD SEMESTER
BUSINESS POLICY & STRATEGIC MANAGEMENT
MBA-301**

Duration: 3 Hrs.

Marks: 70

PART : A (OBJECTIVE) = 20
PART : B (DESCRIPTIVE) = 50

[PART-B : Descriptive]

Duration: 2 Hrs. 40 Mins.

Marks: 50

[Answer question no. One (1) & any four (4) from the rest]

1. Define Directional strategy. What are the different types of strategy? (10)
2. What is the process of strategy formulation? What are the features of strategy? (5+5=10)
3. What is the difference between strategic formulation and strategic implementation? (5+5=10)
4. What are the roles of Board of Directors? What are the Micro environments of a business? (5+5=10)
5. What is Mintzberg Management roles? And what do you understand by 'Value Chain Analysis'? (5+5=10)
6. What do you understand by BCG Matrix? What is differentiation Strategy and Focus Strategy of a company? (5+5=10)
7. What are the limitations of BCG Matrix? What is Feedback Model? (5+5=10)
8. What is Business Plan? Make a Business Plan for a Food and Beverage company and an online marketing website. (2+4+4=10)

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[PART-A : Objective]

Choose the correct answer from the following :

1×20=20

1. The P of PEST Analysis comprises of:
 - a. Personal
 - b. Preliminary
 - c. Promotional
 - d. Political
2. One of the functions of retailing is:
 - a. Transportation
 - b. Promotion
 - c. Advertising
 - d. Selling
3. A leader in the market that exhibits a return on assets is:
 - a. Dogs
 - b. Cash Cows
 - c. Stars
 - d. Question Marks
4. The Boston consulting group was established in:
 - a. 1960
 - b. 1969
 - c. 1959
 - d. 1970
5. The value chain concept was developed by:
 - a. Michael Porter
 - b. Petter Drucker
 - c. Maslow
 - d. Segmuend Freud
6. The Concept of Value chain was developed in:
 - a. 1980
 - b. 1979
 - c. 1959
 - d. 1950
7. The process of strategy formulation basically involves ____main steps.
 - a. 6
 - b. 5
 - c. 4
 - d. 8
8. Strategy Implementation involves all those means related to executing the strategic _____.
 - a. Plans
 - b. Operation
 - c. Function
 - d. Actions
9. Strategy Evaluation consists of _____ steps.
 - a. Measurement of performance
 - b. Analyzing Variance
 - c. Taking Corrective Action
 - d. All of the above
10. One of the Mintzberg's Management Roles is:
 - a. Feedback
 - b. Planner
 - c. Organizer
 - d. Negotiator
11. The key aspect of strategic management is problem solving and problem _____.
 - a. Identifying
 - b. Preventing
 - c. Analyzing
 - d. Feedback
12. The main function of top management is:
 - a. Assemble resource
 - b. Finance
 - c. Control
 - d. Operation
13. When internet usage influences the buying behavior it is called:
 - a. Technological
 - b. Legal
 - c. Social Factor
 - d. Economical
14. The environment under which organizational function determine how it will conduct its behavior:
 - a. Micro Environment
 - b. Macro Environment
 - c. Social
 - d. Technological

15. One of the limitation of SWOT Analysis which is not in control of the management is:

- a. Price Increase
- b. Price Decrease
- c. Change
- d. Demographic

16. The process related to the storage and movement of final product is called:

- a. Output Logistic
- b. Input Logistic
- c. Sales
- d. Stock

17. The vision and mission statement helps to translate the:

- a. Planning
- b. Objective
- c. Manpower
- d. Operation

18. The mission statement defines the _____ status.

- a. Present
- b. Future
- c. Past
- d. None

19. The focus strategy concentrates on the narrow segment.

- a. True
- b. False

20. Rare and valuable resource give companies temporarily:

- a. Sales
- b. Advertisement
- c. Competitive Advantage
- d. Marketing

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UNIVERSITY OF SCIENCE & TECHNOLOGY, MEGHALAYA



[PART (A) : OBJECTIVE]

Duration : 20 Minutes

Serial no. of the main Answer sheet

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Course :

Semester : Roll No :

Enrollment No : Course code :

Course Title :

Session : 2017-18 Date :

Instructions / Guidelines

- The paper contains twenty (20) / ten (10) questions.
- Students shall tick (✓) the correct answer.
- No marks shall be given for overwrite / erasing.
- Students have to submit the Objective Part (Part-A) to the invigilator just after completion of the allotted time from the starting of examination.

Full Marks	Marks Obtained
20	

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Scrutinizer's Signature

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Examiner's Signature

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Invigilator's Signature