

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

(Use separate answer scripts for Objective & Descriptive)

Duration : 3 hrs.

Full Marks : 70

(PART-A : Objective)

Time : 20 min.

Marks : 20

Choose the correct answer from the following:

1×20=20

1. Strategy is developed by a single visionary person in which mode of strategic management?
 - a. Planning mode
 - b. Adaptive mode
 - c. Entrepreneurial mode
 - d. Strategic mode
2. What are the means by which long term objectives will be achieved?
 - a. Strategies
 - b. Policies
 - c. Strengths
 - d. Opportunities
3. A possible and desirable future state of an organization is called:
 - a. Mission
 - b. Vision
 - c. Strategy implementation
 - d. Strategy formulation
4. What does question mark symbolizes in BCG matrix?
 - a. Remain diversified
 - b. Invest
 - c. Stable
 - d. Liquidate
5. Selling all of a company's assets in parts for their tangible worth is called:
 - a. Divestiture
 - b. Concentric diversification
 - c. Liquidation
 - d. Unrelated integration
6. What do Cash Cows symbolize in BCG matrix?
 - a. Remain diversified
 - b. Invest
 - c. Stable
 - d. Liquidate
7. The BCG matrix is based on:
 - a. Industry attractiveness and business strength.
 - b. Industry growth rate and business strength.
 - c. Industry attractiveness and relative market share.
 - d. Industry growth rate and relative market share.
8. A/an..... is a situation whereby one company purchases most or all of another company's shares in order to take control.
 - a. Joint venture
 - b. Acquisition
 - c. Merger
 - d. Amalgamation
9. Which environment can create new market and new business segments?
 - a. Political environment
 - b. Economic environment
 - c. Socio Cultural environment
 - d. Technological environment

10. The reason for diversification can be:
- to reduce competition
 - to increase organizational capabilities
 - to get tax advantage
 - to get quick entry into a business
11. From the following activities; which one does not come under the primary activities of value chain analysis?
- Operations
 - Technology development
 - Marketing & Sales
 - Service
12. Bargaining power of customers is high if:
- Differentiation of competitors' product is low.
 - Switching costs are high for substitute products.
 - The buyer has little information about the market.
 - The buyer requires a high quality product for own production.
13. Technological advancements can create which of the following advantages besides many other existing powerful advantages for the businesses?
- Economic
 - Social
 - Environmental
 - Competitive
14. Which would be classified as a stakeholder?
- Communities
 - Banks
 - Suppliers
 - All of the above
15. Which of the following is a threat for a company?
- Falling behind in R&D.
 - Slower market growth.
 - Higher overall unit cost relative to competitors.
 - Lack of management depth and talent.
16. Task environment of an organization includes:
- Owner
 - Board of Directors
 - Culture
 - Competitors
17. Which of the following is not one of Porters five competitive forces?
- Bargaining power of suppliers
 - Threats of new entrants
 - Threats of technological advances
 - Threats of substitutes
18. Planning mode is:
- Reactive
 - Proactive
 - Both a & b
 - None of these
19. The value chain is sub-divided into two main headings. These are primary activities and:
- Secondary activities
 - Peripheral activities
 - Support activities
 - Outsourced activities
20.are short-term milestones or benchmarks that organizations must achieve in order for longer term objectives to be reached.
- Vision
 - Mission
 - Plans
 - Goals

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(PART-B : Descriptive)

Time : 2 hrs. 40 min.

Marks : 50

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

- Define strategy. What do you understand by Strategic Management? What are the benefits of Strategic Management in an organization? 2+4=10
- Conduct a PESTLE analysis for Information Technology industry in India. 10
- What do you understand by 'Evaluation & Control'? Explain in brief the 'five step feedback model'. 10
- Explain Porter's five forces driving industry competition with special reference to the Airline Industry in India. 10
- Conduct a SWOT analysis for 'Urban Junction' Restaurant in USTM Campus. 10
- Explain BCG Growth-Share Matrix with diagram. 8+2=10
 - What strategy can be adopted for the 'Question Marks'?
- What do you mean by corporate governance? Explain its importance. 6+4=10
 - Does a corporation really need a board of directors? Explain why.
- Explain the process of strategic management with a diagrammatic representation. 5+5=10
 - Discuss how the technological environment affects a company's performance.

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