

**Subject : Business Policy and Strategic Management**

Day : Thursday

Date : 09/06/2016



Time : 10.00 A.M. TO 01.00 P.M.

Max Marks : 70 Total Pages : 1

**N.B.:**

- 1) Attempt **ANY FOUR** questions from Section – I and attempt **ANY TWO** questions from Section – II.
- 2) Answers to both the sections should be written in the **SAME** answer book.
- 3) Figures to the right indicate **FULL** marks.

**SECTION – I**

- Q.1** What are the tools and techniques for strategy analysis? **[10]**
- Q.2** What is the role of Government as a regulator of industries in India? **[10]**
- Q.3** What do you mean by Value Chain? Discuss the techniques of Value Chain Analysis. **[10]**
- Q.4** What are Vision, Mission and Objectives? Why are they important to an organization? **[10]**
- Q.5** Write short notes on **ANY TWO** of the following: **[10]**
- a) Power games among competing players
  - b) Ethics and social responsibility of business
  - c) BCG Matrix

**SECTION – II**

- Q.6** The organized real estate industry is witnessing signs of slow down despite growth conditions witnessed in the economy. In such a scenario a firm which was into contracts (i.e., only construction of apartments) for builders has planned to move into the real estate sector by offering quality apartments at affordable levels. What competitive advantages, you think are most essential for the firm to succeed? (Remember the market is flooded with such organized real estate builders and providers). **[15]**
- Q.7** What broad strategy should the following firms adopt (Justify your alternative): **[15]**
- a) A firm with about 22% of market share in the cellular handsets manufacture industry (The share of this firm is declining since last 2 years).
  - b) A firm that is a key component supplier to some mid range firms in the automotive industry. (Currently there is slow down in the automotive industry)
- Q.8** Advise a firm in the logistics business about the challenges to strategy implementation that they might most likely face. (Suggest ways to overcome such challenges). **[15]**

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