



(SF)

MBA 14

III Semester M.B.A. Examination, August 2011
BUSINESS POLICY AND STRATEGIC MANAGEMENT

Time : 3 Hours

Max. Marks : 75

*Instructions : Question paper is divided into **three** Groups.
Each Group is of **25** marks.
Figure to the **right** in bracket indicates mark.
Assume suitable data if **necessary**.*

GROUP – A

Answer **any three** questions. (Question No. **1** is **compulsory**)

1. What are the qualities of a good control system ? **(5)**
2. What is Corporate Strategy and what are the important strategies crafted at the corporate level ? **(10)**
3. What is Benchmarking ? How can this be used for environmental scanning ? **(10)**
4. Why is strategy implementation so significant in strategic management ? **(10)**
5. What are the steps in designing the organizational structure of a firm ? **(10)**

GROUP – B

Answer **any three** questions. (Question No. **6** is **compulsory**)

6. What are the benefits of a well conceived vision statement ? **(5)**
7. What do you mean by environment ? Distinguish between the direct action environment and the indirect environment. **(10)**
8. What are primary measures of corporate performance ? **(10)**

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9. Discuss the various methods of remunerating sales people with the relative merits and demerits. (10)
10. What are the basic approaches in organizational design ? How are these approaches utilized in designing the structure to implement a strategy ? (10)

GROUP – C

All questions are **compulsory** :

11. Fill in the blanks. (Each question carries 2 marks)
- i) Forming a strategic vision is an exercise in thinking carefully about where a company intends to head to be _____
 - ii) SWOT analysis, is a _____ tool used to evaluate the strengths, weakness, opportunities and threats in a business.
 - iii) The BCG matrix is a useful tool in that it impresses upon a portfolio approach to _____
 - iv) Financial strategy is the _____ of corporate planning system of an organization.
 - v) The last phase of the strategic management process is _____
12. Multiple choice question. (Each question carries 2 marks)
- i) A strategic vision portrays a company's future business scope i.e. _____
 - a) Where we are going
 - b) Why we are going
 - c) What we are doing
 - d) How we are doing
 - ii) Broad statements of strategic direction of an organization are _____
 - a) Mission
 - b) Goals
 - c) Value
 - d) Vision
 - iii) Which of the following is not included in the strategy for inventory management _____
 - a) Policy regarding minimum inventory
 - b) Policy of turnover
 - c) Policy regarding maximum inventory
 - d) Policy regarding timing of reordering



- iv) In this kind of organizational structure an enterprise is departmentalized according to the work function being performed _____
 - a) Matrix structure
 - b) Territorial structure
 - c) Functional structure
 - d) Simple structure
- v) Premise control is concerned with _____
 - a) Environmental factors
 - b) Climatic factors
 - c) Weather factors
 - d) Global factors

13. **True or false.** (Each question carries 1 mark)

- i) One reason that strategic planning may fail over the long run is that strategic managers may forget that the future is inherently unpredictable.
- ii) Per capita income of a person must not be determined so as to ascertain his purchasing power.
- iii) Financial strategy is the backbone of all corporate planning.
- iv) Job rotation is an attempt to enrich the content of job.
- v) Manufacturing strategy centers on improving efficiency, quality and customer responsiveness.
