

Business policy and strategic analysis

SECTION ' A'. 5 x 10 = 5

(Total 10 Question, Attempt ALL, write correct option in space provided in assignment sheets)

01. Objective type questions.

- A. What are the means by which long term objectives will be achieved?
- a) Strategies
 - b) Policies
 - c) Strength
 - d) Opportunities
- B. A Possible and desirable future state of an organisation is called?
- a) Mission
 - b) Vision
 - c) Strategy Implementation
 - d) Strategy formulation
- C. Which environment can create New market and new business Segments?
- a) Political Environment
 - b) Economic Environment
 - c) Socio cultural Environment
 - d) Technological Environment
- D. Strategic management handles
- a) External issues

- b) Management issues
- c) Internal issues
- d) Administrative issues

E. Stability strategy is aStrategy.

- a) Corporate level
- b) Business level
- c) Functional level
- d) Strategic level

F. Marketing Strategy is a Type of Strategy ?

- a) Business level
- b) Growth Strategy
- c) Corporate Strategy
- d) Functional strategy

G. What does question mark symbolize in BCG matrix?

- a) Remain Diversified
- b) Invest
- c) Stable
- d) Liquidate

H. What are the guide to decision making?

- a) Rules
- b) Procedures
- c) Group

- d) Policies
- I. Capability of an organisation Which helps it gaining competitive advantage over its competitors is Classified as ?
- a) Managerial competency
 - b) Core competency
 - c) Organisational Competency
 - d) Work force Specialty
- J. The concept of core Competencies was originally devised by ?
- a) Michael E. Porter
 - b) John Dunning and John child
 - c) C.K. Prahalad and gary Hamel
 - d) Jay B. Barney

SECTION ' B'. 1 x 5 = 5

(Total 10 Question, Attempt FIVE, question as per internal choice, write in space provided in assignment sheets)

02. What do you mean by strategic management?

OR

What is vision?

03. What is SWOT analysis?

OR

What is TWOS analysis ?

04. What is Business level Strategy?

OR

What is financial Strategy?

05. What is Business Environment Analysis?

OR

What do mean by value chain analysis?

06. What do you mean by concept of core competencies?

OR

What is the Source of Power of Internal Stake holder?

SECTION ' C'. 2 x 3 = 6

(Total 5 Question, Attempt Three, question as per internal choice, write in space provided in assignment sheets)

07. Briefly Explain the Process of strategic management.

OR

Use Porter's five-forces Model to evaluate competitiveness within the Indian Banking Industry.

08. What are the different types of Business level Strategy.

OR

Why is strategy evaluation so important in business today?

09. Briefly Explain the Characteristic of core Competencies?

SECTION ' D'. 3 x 3 = 9

(Total 5 Question, Attempt Three, question as per internal choice, write in spece provided in assignment sheets)

10. Briefly Explain the Challenge of Strategic management.

OR

What do you mean by Restructuring? Briefly Explain .

11. Briefly Explain the role of operations management in modern organisational Strategy.

OR

What do you mean by PEST Analysis? Briefly Explain.

12. Briefly explain the role and importance of SWOT Analysis?

SECTION ' E'. 5 x 1 = 5

(Total 2 Question, any one, write in space provided in assignment sheets)

13. What do you mean by Product life Cycle? What is its importance in Product Policy decisions?

OR

Suppose an organisation don't have a well state mission Statement, Explain How will the firm be affected ? What is your opinion on the Characteristics of Good mission Statement .