

MBA (PT) DEGREE VI SEMESTER EXAMINATION MAY 2014**SMP 2601 BUSINESS POLICY AND STRATEGIC MANAGEMENT**

Time: 3 Hours

Maximum Marks: 50

(5 x 10 = 50)

- I. Explain the differences between vision and mission statements of a company with example. Do the companies make changes or modifications in their vision and mission over time?
- OR**
- II. Discuss the concept of Corporate Social Responsibility. Explain how it is practiced in India.
- III. Discuss the various components of business environment. How business environment is important in the choice of business strategies?
- OR**
- IV. Explain the meaning of portfolio and the relevance of portfolio analysis. How portfolio strategies become vital for business growth?
- V. Discuss the changing nature of business competition in the present global scenario and the strategies to meet the challenges.
- OR**
- VI. What is SWOT analysis? How is it useful for formulating business strategies?
- VII. Explain the difference between mergers and acquisitions. When and how a company opts for these strategies for business expansion.
- OR**
- VIII. Discuss the process of industrial restructuring, bringing out the contexts in which this is attempted as a strategy.
- IX. Bring out the difference between short term and long term business strategies indicating their advantages.
- OR**
- X. Discuss methods of evaluation and control of strategies of management of change.
