

MBA (PT) Degree VI Semester End Semester Examination - June, 2022**16-372-0601: BUSINESS POLICY AND STRATEGIC MANAGEMENT**

(Regular)

Time: 3 Hours

Max. Marks: 50

PART A*(Answer ALL questions. Each question carries 2 marks)*

1. What is a Strategic Business Unit?
2. Differentiate oligopoly and monopoly, with the help of examples.
3. Describe VRIO framework.
4. Differentiate between concentric diversification strategy and concentration diversification strategy.
5. Outline the process of change management.

(5X2=10 marks)**PART B***(Answer ANY FIVE Questions. Each question carries 4 marks)*

6. Discuss the significance of GE Multifactor Portfolio Matrix and BCG Matrix
7. Analyze the impact of macro environment on a firm in the context of strategic management using the PESTEL framework in Indian settings.
8. Apply Porter's five forces model to analyse the competitive environment of an industry of your choice.
9. India held the 43rd rank on the Institute for Management Development (IMD)'s annual World Competitiveness Index 2021. Discuss the present-day competitive environment in India.
10. Industrial sickness is a significant impediment to economic progress. Discuss the recent governmental initiatives to overcome industrial sickness in India.
11. The companies that mastered the change management process were able to make it through the pandemic's peak. Some even came out stronger on the other side. Discuss the relevance of change management in contemporary organizations.
12. "Evaluation of strategy is that phase of strategic management process in which the top managers determine whether their strategic choice as implemented is meeting the objectives of the enterprise". Appraise the role of evaluation and control of strategy in effective strategic management.

(5X4=20 marks)

PART C

(Answer ANY TWO questions. Each question carries 10 marks)

13. In the past, Corporate Social Responsibility (CSR) initiatives have sometimes been relatively isolated projects that have run alongside and apart from mainstream business units without distracting core capabilities. However, during recent times, organizations frame CSR strategies for maximizing impact and triple bottom-line growth as well. Analyze the relevance of Corporate Social Responsibility in achieving organizational performance and sustainability.
14. Strategy and structure are two distinct business concepts that affect how a company operates. Running a successful business requires careful planning of both strategy and structure. Elaborate why strategy and structure are important for organizational sustainability and show how they influence each other.
15. The consultancy PricewaterhouseCoopers' quarterly M&A (Mergers and Acquisitions) update reports that there were 45 deals announced or completed in the first three months of the year 2022, compared with just 11 for the same period last year. It's down from 107 deals in the final quarter of last year, but still well above pre-Covid-19 levels. Analyze how companies can take advantage of using a combination of offensive and defensive merger and acquisition strategies to prepare and accelerate recovery from the COVID-19 pandemic.

(2X10=20marks)