

Total No. of Questions : 07] [SET-A] [Total No. of Printed Page : 02

FINAL EXAMINATION – JULY 2017

MBA / PGDBM

First Year - Second Semester

Business Policy and Strategic Analysis

MBA/PGDBM

Time : 3 Hours

Max Marks : 70

Min. Marks : 28

- Note : (i) Attempt Any Four from section “A”
(ii) Attempt Any Three from section “B”
(iii) Section “C” is compulsory.

SECTION – “A” (Any Four)

4 × 5 = 20

Q.1. Write short notes on: (Any Four)

- (i) QUEST
- (ii) Outsourcing Strategies
- (iii) Level of strategy
- (iv) Balanced score card
- (v) ETOP
- (vi) Characteristics of strategy

3 × 12 = 36

SECTION – “B” (Any Three)

Q.2. Explain porters generic competitive strategies in detail?

Q.3. Explain industry life cycle analysis in detail?

Q.4. Explain key success factors in E – Commerce briefly.

Q.5. What are the behavioural issues in strategy implementation? Explain in detail.

Q.6. Explain GE 9 cell Model in detail and how is it relevant for analysis using Hofer’s model.

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SECTION – “A” (Any Four)

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Q.1. Write short notes on: (Any Four)

- (i) QUEST
- (ii) Outsourcing Strategies
- (iii) Level of strategy
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- (vi) Characteristics of strategy

3 × 12 = 36

SECTION – “B” (Any Three)

Q.2. Explain porters generic competitive strategies in detail?

Q.3. Explain industry life cycle analysis in detail?

Q.4. Explain key success factors in E – Commerce briefly.

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Q.6. Explain GE 9 cell Model in detail and how is it relevant for analysis using Hofer’s model.

SECTION – “C”
(Compulsory Question)

14

Q.7. Explain functional strategy, corporate strategy, Business strategy of Dr. C.V. Raman University in detail along with examples.

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SECTION – “C”
(Compulsory Question)

14

Q.7. Explain functional strategy, corporate strategy, Business strategy of Dr. C.V. Raman University in detail along with examples.

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