

(i) Printed Pages : 4

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(ii) Questions : 10

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Master of Commerce 2nd Semester

1048

**BUSINESS POLICY & STRATEGIC MANAGEMENT**

(Same for USOL Candidates)

Paper-M.C.-206

Time Allowed : Three Hours]

[Maximum Marks : 80

**Note :-** The candidates are required to answer **five** questions in all selecting at least **one** question from each unit. Each **one** will carry equal marks.

**UNIT-I**

1. Differentiate between Business Policy and Strategic Management. Why has strategic management become so important to today's corporations ?
2. Explain the elements of strategic management process with suitable examples.

**UNIT-II**

3. What are the aspects of Strategy Formulation do you think required the most time ? Also discuss the constraints in strategy formulation.

4. Why industry analysis is important for strategies ? Discuss the elements and implications of Porter's five forces model of competition.
5. Discuss the concept of corporate social responsibility. Explain the role of ethics and social responsibility in strategy development.

### **UNIT-III**

6. What is the role of evaluation and control process in strategic management ? Explain the various techniques of strategy control.
7. How does strategy affect structure ? How various organisation structures become hindrance in strategic implementation ?
8. Explain the following :
  - (a) Matching structure and strategy
  - (b) Symptoms of malfunctioning of strategy
  - (c) Operations control
  - (d) Organization anarchies.

### **UNIT-IV**

9. Explain business model and strategies of E-Commerce. Also discuss Internet strategies for Traditional business with suitable examples.

10. **Case Study : Tata Motors Nano to Roll out**

The world's cheapest car, the widely awaited Nano, will be launched on 23-3-2009. Tata Motors will display the Nano at dealership from the first week of April, 09 and will accept bookings from the second week of April, 09. The launch of Nano whose potential to revolutionize the automobile industry has been widely acknowledged in India and abroad, will be one of the bright spots in a bleak landscape for the global automobile Industry.

Sales have plunged by double-digit percentages, or worse, in markets across the world from US to China. In India, Nano's entry might lead to growth in the domestic market.

The car may also find a niche abroad, as cash-strapped consumers are likely to look for bargains. In 2008, Tata Motors displayed the Nano at the Geneva Motor Show and plans to present the European version at the Show in March, 2009. It plans to sell Nano in Europe at 5000 Euros.

Tata Motors will roll out 60000-80000 units of the Nano from another plant in Pantnagar in Uttararakhand till the Sanand unit is geared upto produce 2.5 lakh units a year.

Tata Motors has began aggressively gearing up its distribution network to sell a car, which will primarily focus on semi-urban and rural areas.

The base version of the Nano, which will be without an A.C. will be priced at around Rs. One lakh while the A.C. model will carry a higher price tag.

It is learnt that Tata Motors Finance is working on various packages through SBI and HDFC Bank, to offer competitive interest rates.

Dealer of Tata Motors said that company might take full payment for booking. Sona Koyo Steering Systems Executive Chairman said, "Nano is the awaited car, and therefore, its launch is welcomed by the world".

**Questions :**

- (1) Carry out an Environment analysis for Tata Motors.
- (2) With the launch of Nano car, will Tata Motors have Sustainable Competitive Advantage (SCA)? Justify your answer.