

(i) Printed Pages : 3] Roll No.

(ii) Questions : 10] Sub. Code :

3	8	1	8
---	---	---	---

Exam. Code :

0	5	0	2
---	---	---	---

**Master of Commerce 2nd Semester
Examination**

1047

**BUSINESS POLICY AND STRATEGIC
MANAGEMENT**

(Same for USOL Candidates)

Paper : M.C. 206

Time : 3 Hours]

[Max. Marks : 80

Note :- Attempt any *five* questions. All questions carry equal marks.

1. Trace the evolution of business policy as a discipline.

Discuss the Mintzberg 5P's of strategy.

2. Explain the concept and characteristics of strategic management. Explain the levels of strategy.

3. Explain the Porter's five generic strategies with the help of relevant examples.

N-479

(1)

Turn Over

4. Explain with the help of examples the terms "Mission", Vision", "Strategic Intent" "Business Definition". Discuss their importance in strategic management.
5. Explain the concept of corporate social responsibility.
6. Explain the interrelationship between strategy and structure. Discuss how strategic leaders match their style as per the strategy being implemented by the organization.
7. What is resource allocation and how strategic budgeting helps in allocation of physical and financial allocation ? Explain the factors that affect resource allocation and the difficulties encountered in resource allocation.
8. Explain the steps in the evaluation process for operational control. Differentiate between strategic control and operational control.
9. Suggest the new business models and strategies for the internet economy.

10. In this age of internet, business is compelled to adopt new business models as well tailor strategies accordingly. Explain the statement.

Master of Commerce 2nd Semester
Examination

1047

BUSINESS POLICY AND STRATEGIC
MANAGEMENT

(Same for USOL Candidates)

Paper : M.C. 205

Time : 3 Hours]

[Max. Marks : 80

Note :- Attempt any four questions. All questions carry equal marks.

1. Trace the evolution of business policy as a discipline.
Discuss the Mintzberg 5P's of strategy.
2. Explain the concept and characteristics of strategic management. Explain the levels of strategy.
3. Explain the Porter's five generic strategies with the help of relevant examples.