



M.Com. (Semester – III) (Bus. Mang.) Examination, November 2015
COO 3B4 : BUSINESS POLICY AND STRATEGIC MANAGEMENT
(OA – 18)

Duration : 3 Hours

Max. Marks : 60

Instructions : 1) This paper consists of 9 Questions carrying **equal** marks.

2) Question No. 1 consists of 5 **compulsory** questions of 2 marks **each**.

3) Answer **any 5** questions from question 2, 3, 4, 5, 6, 7, 8 and 9.

4) **Each** question carries 10 marks.

5) Figures to the **right** indicate marks.

1. Answer the following short questions : (5×2=10)
 - a) State how business policy is important in understanding the business environment.
 - b) State the meaning of the concepts 'stretch', 'leverage', and 'fit'.
 - c) Explain 'Proceed-with-caution' strategy.
 - d) State any four measures a company can take to achieve differentiation.
 - e) Write any five features of the 'Japanese style of management'.
2. Explain the evolution of business policy. Also discuss the nature of business policy in brief. 10
3. 'It is important to measure and compare organizational capability factors in functional areas'. Discuss. 10
4. a) Explain 'strategy'. Discuss the various levels of strategy in brief. 5
b) Explain the SWOT analysis of a manufacturing organization. 5



5. What is a 'strategic alliance' ? Discuss the types of strategic alliances. 10
6. a) Write a note on corporate restructuring. 7
b) What are combination strategies ? State any four features of combination strategies. 3
7. a) Can we apply the morals of Ramayana to management ? Discuss. 6
b) Explain any four features of 'work and its secret' as proposed by Swami Vivekananda. 4
8. Explain the generic business strategies proposed by Michael Porter. 10
9. Discuss the process of evaluating business strategies. 10
-