Q1. Comment on any two of the following: (15)
(a) “The purpose of strategy is to define the nature of relationship between a firm and its environment.
(b) “Business policy course is supposed to integrate the knowledge of different functional areas of management and to develop certain skills and attitudes to make long-term strategic decisions”.
(c) “SWOT analysis is a very crucial element of strategic planning”.

Q2. Do you agree with the view that structure follows strategy? Give reasons for your answer. Also explain the role of top management in the implementation of strategy. (15)

Q3. Explain Michael Porter’s Five Force Analysis for analyzing competitive environment of a firm. (15)

Q4. How should the executives go about preparing a strategic advantages profile (SAP) for their companies? Explain with the help of an example of a company you are aware of. (15)

Q5. Using BCG matrix, explain the strategic implications of each of the following types of business in a corporate portfolio: (15)
(i) Star (ii) Cash Cow (iii) Question Mark and (iv) Dog.

Q6. Differentiate between vision and mission of a company. Also explain the characteristics of a mission statement. (15)

Q7. Distinguish between related and unrelated diversification. Examine the merits and demerits of each. (15)

Q8. Write explanatory notes on any two of the following: (15)
(a) Value Chain Analysis
(b) Resource Development Matrix
(c) Economic and Political environment of Indian business.