Q1. “Business Policy is the study of the functions and responsibilities of top management concerning the crucial problems that determine the direction of the total enterprise and shape its future”. Comment on this statement and discuss the significance of Business Policy. (15)

Q2. How a Mission statement is different than a Vision statement? What is the importance of mission in strategy formulation? (15)

Q3. (a) Explain the need of environmental analysis and its diagnosis. What aspects of the environment, do you think have become more important currently for the Indian business enterprises in the light of economic reforms initiated by the Indian Government since 1991? (7.5)

(b) Explain ETOP as a tool of environmental analysis. (7.5)

Q4. Discuss any two approaches to environmental scanning. How will you analyse the competitive environment of an enterprise engaged in the manufacture and trade of motor cars? (15)

Q5. Examine the application of BCG Model as a technique of portfolio analysis. (15)

Q6. Explain Michael Porter’s Five Force Analysis for analyzing competitive environment of a firm. (15)

Q7. Explain the concept of ‘Value Chain’. How can it be used to identify organizational strengths and weaknesses of an organization? (15)

Q8. Write notes on any two of the following:-(7.5x2=15)
(a) Relation between strategy and structure
(b) Directional Policy Matrix
(c) Implementation of strategy
(d) Vertical Integration
(e) SWOT Analysis

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