

# **BUSINESS POLICY & STRATEGY**

**MAY - JUNE : 2016**

**(New Course -127)**

**Time : 3 Hours]**

**[Maximum Marks : 90 [Minimum Pass Marks : 32**

**Note : Attempt all the five questions. All Questions carry equal marks.**

1. Explain the strategic formulation process and discuss the evolution and growth of strategic management.

OR

<http://www.prsunotes.com>

Define Strategy. Discuss the key role to be played by the all levels of management in strategic formulations.

2. Discuss the issues that are relevant for strategic decision making.

OR

How do you carry out environmental analysis ? What are the techniques available for it ?

3. Propose the factors that should be taken into account while setting objectives.

OR

Write short notes on the following :

(a) Strategy formulation

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(b) Strategic planning.

4. What is the role of human element in ensuring effective implementation of strategy ?

OR

What precautions are to be taken in implementation of strategies ?

5. Explain the process of strategies evaluation and control.

OR

Describe Porter's five forces model of competition.

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