
UTTARAKHAND OPEN UNIVERSITY, HALDWANI (NAINITAL)



उत्तराखण्ड मुक्त विश्वविद्यालय हल्द्वानी (नैनीताल)

Programme Name-MBA –Third Semester

Programme Code- MBA-16

Course Name-Business Policy and Strategic Management

Course Code-MS 201

Maximum Marks-30

Session - 2017-18, Summer Last Date of Submission: 31st October 2017

Session - 2017-18, Winter Last Date of Submission: 30th April 2018

Section-A

Section ‘A’ contains 08 short answer type questions of 4 marks each. Learners are required to answers 4 questions only. Answers of short answer-type questions must be restricted to 250 words approximately.

Discuss the following (1-8) –

1. Characteristics of Strategic Decisions.
2. Porter’s Industry Analysis.
3. Transnational Strategy.
4. GE Nine Cell Planning Grid Approach.
5. Dimensions of Strategic Decisions.
6. Strategy- Culture Relationship.
7. Strategic Leadership.
8. Global Supply Chain and Technology Management.

Section-B

Section ‘B’ contains 04 long answer-type questions of 7 marks each. Learners are required to answers 02 questions only.

1. What is the purpose of value chain analysis? Take any industry and analyze its value chain activities at the macro level.
2. Define competitive advantage in your own words. How do businesses strive to achieve this?
3. Successful implementation of strategy is possible only when the strategy is backed by the appropriate organizational structure and control systems. Using examples of companies, justify the statement.
4. Write a detailed note on how an organization can adopt an effective operational strategy.