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SARDAR PATEL UNIVERSITY  
VALLABH VIDYANAGAR  
M.B.A PROGRAMME  
END – SEMESTER EXAMINATION

SUBJECT : BUSINESS POLICY AND STRATEGIC MANAGEMENT-II {CC-201}  
CLASS : SEMESTER -III TIME : 3.00 p.m TO 6.00pm  
DATE : 28/04/08 (MONDAY) MARKS : 70

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Instructions :

1. This is a CLOSED BOOK examination.
  2. All questions carry equal weightage.
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- Q1. All organizations are faced with challenges of Strategic development some from desire to grasp new opportunities and other to overcome significant problems. Examine this statement with respect to nature and characteristics of strategic decisions.
- Q2. Explain in detail the three Strategy Lenses and what is the use of these different lenses on strategy development.
- Q3. Describe the macro-environment of an organization using the following:  
1. Porter's Five Force Model  
2. PESTEL frame work.
- Q4. Explain the term Corporate- Level Strategy and what is meant by corporate parenting in multi-business organization.
- Q5. [a] Explain with diagram the various Strategy Development Directions. Give examples.  
[b] Explain how organizational routines and symbols can be managed to facilitate change.

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