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SARDAR PATEL UNIVERSITY
MBA (FOURTH SEMESTER) EXAMINATION 2008
CC 205 : BUSINESS POLICY AND STRATEGIC MANAGEMENT
31ST MARCH 2008, MONDAY

Time : 11.00am – 2.00pm

Max. Marks : 70 Marks

Notes :

1. All questions are compulsory.
2. Figures to the right indicate the marks.
3. This is a closed book examination.

- Q1. (a) Discuss the meaning & importance of “Mission” in strategic formulation. (08)
(b) Draft the mission for the following organizations: (06)
(a) A Private sector nursing home
(b) A Privately managed Institute
(c) A Beauty & Body care Saloon
- Q2. Examine strategy, ethics & social responsibility of business with relevant examples. (14)
- Q3. “ There are countless variations in the competitive strategies that companies employ, mainly because each company’s strategic approach entails custom designed actions”. Explain this with reference to five generic strategies to achieve competitive advantage. (14)
- Q4. (a) Discuss the competitiveness of company with respect to Company’s price & Cost through the concept of Value Chain. (07)
(b) “Merger & acquisition strategy is used widely in strengthening the company’s market position” Discuss with the help of two examples from different industries. (07)
- Q5. Write Notes on (any TWO): (14)
(a) The Five forces Model of Competition
(b) Core competency of the organization
(c) Strategy for entering & competing in foreign markets

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