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[MBA-64[05]]

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**SARDAR PATEL UNIVERSITY
VALLBH VIDHYANAGAR**

MBA SEMESTER (IV) EXAMINATION

CC - 205: BUSINESS POLICY & STRATATIGIC MANAGEMENT

DATE:- 06/04/2009

TIME:- 11.00 am to 02.00 pm

TOTAL MARKS:-70

Note: All Questions are compulsory. Figures to the right indicate Marks.

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- Q-1** (A) Why is crafting & executing strategy important? Why strategy is partly proactive and partly reactive? (07)
- (B) Elaborate the managerial process of crafting and executing strategy. (07)
- Q-2** (A) Analyze the company's Resource strengths & Weaknesses & its external opportunities & threats. (07)
- (B) Examine the strategically relevant components of company's external environment. (07)
- Q-3** **Write notes :-** (14)
- (i) Five Generic competitive strategies.
- (ii) Beyond competitive strategy: Important Strategy choices.
- Q-4** (a) Discuss in detailed, how do you manage "Internal Operations" with respect to Actions, that Promotes better strategy execution. (07)
- (B) Why companies expand into Foreign Markets? Explain the Strategy options for Entering & competing in Foreign Markets. (07)
- Q-5** Elucidate Corporate culture & Leadership with regards to "Building a Corporate Culture that promotes Good Strategy Execution and Leading the Strategy Executing Process." (14)

