

3M6302

Roll No. \_\_\_\_\_

Total No of Pages: 2

**3M6302**

**M. B. A. III Sem. (Main/Back) Exam., Jan. 2016  
M-302 Business Policy and Strategic Management  
(Compulsory)**

**Time: 3 Hours**

**Maximum Marks: 70**

**Min. Passing Marks: 28**

*Instructions to Candidates:*

- (i) *The question paper is divided in two sections.*
- (ii) *There are sections A & B. Section A contains 6 questions out of which the candidate is required to attempt any 4 questions. Section B contains short case study / application based question which is **compulsory**.*
- (iii) *All questions carry **equal** marks.*

1. NIL

2. NIL

**SECTION-A**

- Q.1 What is Corporate Governance and why is it important? Can corporate governance ensure the prevention of fraudulent practices by management? Cite at least one example from the recent corporate experience. [14]
- Q.2 What is SWOT analysis? Do the SWOT analysis of any Indian mobile phone industry, by giving suitable examples. [14]
- Q.3 Explain different types of resources involved in Internal analysis and discuss their strategic importance. Also explain the relationship between resources, competencies and competitive advantage with suitable examples. [14]

- Q.4 Explain the Retrenchment strategy as a strategic alternative with suitable examples. [14]
- Q.5 What are supposed to be the four grand strategic alternatives? Discuss them briefly. [14]
- Q.6 Explain the various steps involved in the merger and acquisition deals. Give suitable examples. [14]

### **SECTION-B**

- Q.7 Assume that you and your friend are investors and wish to start a restaurant in the same city. You wish to cater to family food needs, whereas your friend wishes to cater to the needs of people who prefer specialized foods like continental, with nice surroundings. It is clear that both the businesses will need different strategies.
- (a) How would you suggest the planning and implementation of strategy for each restaurant? [14]