

Roll No.

56962

**MBA 5 Year 3rd Semester (Minor)
(NEP-2020) Examination – December, 2025**

BUSINESS POLICY AND STRATEGY

Paper : 24IMS503MI01

Time : Three Hours]

[Maximum Marks : 70

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard, will be entertained after examination.

Note : All questions of Section-A are compulsory. Attempt four questions from Section-B, selecting one question from each Unit. All questions carry equal marks.

SECTION – A

1. Write short notes on the following : $2 \times 7 = 14$

(a) Distinguish briefly between vision and mission statements.

- (b) What is meant by strategic activation in business policy ?
- (c) Who are the main constituents of top management in a company ?
- (d) What is the core premise of the Contingency Approach to strategic choice ?
- (e) What is meant by strategy formation ?
- (d) Define the term 'Opportunity' within a SWOT analysis.
- (g) What does the 'Green-Zone' signify in the Stop-Light Model ?

SECTION – B

UNIT – I

2. Explain business policy as a field of study. Discuss its importance in modern organizations. 14
3. Define a Strategic Business Unit (SBU). What are the key characteristics and advantages of SBUs ? 14

UNIT – II

4. Explain the crucial strategic tasks and responsibilities of the top management team in a large corporation. 14

5. What is the purpose of Board sub-committees ?
Elaborate on the functions of the Audit and
Nomination Committees. 14

UNIT – III

6. Discuss the nature of a company's internal and
external environment in strategy formulation. 14
7. Define 'Corporate Resources'. Discuss the classification
of tangible and intangible resources with suitable
examples. 14

UNIT – IV

8. Define strategic analysis and choice. Discuss the
comprehensive process involved in selecting the best
strategy for a firm. 14
9. Explain the BCG Matrix in detail. Discuss the strategic
implications of its various components. 14