

Seat No. : _____

MH-202

May-2025

IMBA, Sem-VIII (Regular)

IMBA in Finance (FM) / IMBA in HR and Public Administration (HRPA) /
IMBA in Business Management (BM) / IMBA in Business Economics and
Management (BEM)

MBA_208/HR_MBA_208/BEM_MBA_208/FM_MBA_208 :
Business Policy and Strategic Management (BPSM)

Time : 2:30 Hours]

[Max. Marks : 70

1. Discuss the nature, scope and significance of Strategic Management in the modern business environment. 14

2. Explain the importance of vision, mission and purpose in strategic management. How do they guide the strategic direction of a business ? 14

OR

2. Explain competitive, growth, stability, retrenchment and combination strategies with examples. 14

3. Explain the importance of developing programmes and action plans for successful strategy implementation. 14

OR

3. How can the McKinsey 7S model be used to diagnose organizational alignment issues during implementation ? 14

4. Conduct a detailed SWOT analysis of a well-known company. 14

OR

4. Explain the concept and structure of an ETOP (Environmental Threat and Opportunity Profile) Study. 14

5. Explain the concept of value chain analysis. 14

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