

Seat No. : \_\_\_\_\_

# MH-201

May-2025

**MBA, Sem-II (Regular/Repeater)**

**MBA in Public Policy Management (PPM) / MBA in Event Management  
(EM) / MBA in Business Economics and Public Finance (BEPF)**

**EPF-208/ PPM-208/ EM-208 :**

**Business Policy and Strategic Management (BPSM)**

**Time : 2:30 Hours]**

**[Max. Marks : 70**

1. Explain the steps involved in the Strategic Management process. **14**
  2. How do strategic decisions differ from other types of decisions ? Describe the process and its importance. **14**
- OR**
2. How can organizations identify, develop, and leverage core competencies for strategic advantage ? **14**
  3. How should strategy implementation differ across various stages of an organization's life cycle ? **14**
- OR**
3. How do organizational values and ideologies influence strategy implementation ? **14**
  4. Explain the role of a strategic audit in identifying gaps between current performance and strategic goals. **14**
- OR**
4. What is organizational analysis in the context of internal scanning ? **14**
  5. Discuss various tools and techniques (such as Porter's Five Forces) used to analyze industry structure and dynamics. **14**