

## MBA in DM Sem.-2 Examination

DM-208

## Business Policy &amp; Strategic Management

Time : 2-30 Hours]

May-2025

[Max. Marks : 70

**Instructions:**

- Question no 1 to 5 carry 14 marks each.
- Question no. 1 is compulsory.
- In question 5, each of the question is of 2 marks each.

**Question 1**

What is SWOT Analysis - Explain? Describe the SWOT Analysis of AMUL.

**Question 2**

- i. Define Globalization. Perceive and put down on paper the impact of Globalization on India.
- OR**
- ii. What is a Learning Organization? Discuss the characteristics and benefits of Learning Organization.

**Question 3**

- i. Define Mission. Describe the characteristics and importance of Mission.
- OR**
- ii. Explain the various types of planning.

**Question 4**

- i. Discuss the different Organizing Structures as a part of Strategy implementation.
- OR**
- ii. Discuss the 7S's framework of McKinsey applied in strategic Management.

**Question 5-Explain the following in brief:**

- i. Define Strategic Audit.
- ii. What is Resource based approach in strategic management?
- iii. What do you understand by "Competencies" in Strategic Management?
- iv. What is VRIO or VRHN?
- v. What is the full form of ETOP and what is it?
- vi. List down factors that affect the external environment.
- vii. What is strategic competitive advantage?

.....End of Paper.....