

Code: 12E01301

MBA (Finance) III Semester Supplementary Examinations November/December 2018

BUSINESS POLICY & STRATEGIC MANAGEMENT

(For students admitted in 2014 (LC), 2015 & 2016 only)

Time: 3 hours

Max. Marks: 60

Answer any FIVE questions
All questions carry equal marks

- 1 Discuss the factors that shape the company's strategy.
- 2 Explain the evaluating company resources and competitive capabilities.
- 3 Explain BCG matrix in detail with an example.
- 4 What are the various types of strategies? Explain.
- 5 Briefly discuss the strategies for competing in global markets and internet economy.
- 6 Explain the strategies for takeovers and joint ventures.
- 7 Explain vertical and horizontal diversification.
- 8 Explain the evaluation of implementation of strategy.
