

2021

BUSINESS ADMINISTRATION — HONOURS

Paper : A601-C-13

(Business Policy and Strategy)

Full Marks : 80

The figures in the margin indicate full marks.

*Candidates are required to give their answers in their own words
as far as practicable.*

Answer **any five** questions.

1. “The purpose of strategy is to define the nature of relationship between a firm and its environment”
— Comment. 16
 2. Explain Michael Porter’s Five Force Analysis for analysing competitive environment of a firm. 16
 3. Using BCG matrix, explain the strategic implications of each of the types of corporate portfolio. 16
 4. Distinguish between vision and mission statements. What is their importance in the strategic management process? Give examples of a few vision and mission statements. 4+4+8
 5. Identify and explain recent economic, social, political and technological trends that significantly affects Indian banks. 16
 6. (a) What is meant by Turnaround management and what are the typical features of companies that require turnaround?
(b) What are the essentials of a successful turnaround strategy? 8+8
 7. (a) What is meant by Franchising? Mention separately the advantages of a franchising agreement to the Franchisor and the Franchisee.
(b) Briefly discuss two of the most successful franchise businesses. 10+6
 8. (a) What is meant by a Joint Venture and what are its potential benefits and drawbacks?
(b) For organisations engaged in international business, what are the factors in the international business environment that have to be given due consideration, to ensure viability of such business? 8+8
 9. Strategy operates at Corporate Level Business Level and Functional Level. Explain in brief, the Business Level Strategy practised by companies. 16
 10. Write short notes on **any two** of the following : 8+8
 - (a) PIMS Model
 - (b) SWOT analysis
 - (c) Core Competencies
 - (d) Corporate Restructuring.
-