

Savitribai Phule Pune University
Department of Management Sciences

MBA-BT Semester III

Semester End Exams December 2014

303- Business Policy and Strategic Management

Maximum marks: 50

Time: 3Hrs

Notes: (i) Answer any four questions

(ii) All questions carry equal marks.

Q1. "Only careful mapping of environment is not enough for the success of a strategy. Strategists must monitor, manage and try to modify the environment." –Comment with examples

Q2. What are the advantages and disadvantages of vertical/horizontal integration strategies?

Q3. What are the steps usually taken to implement a strategy successfully? Why strategists experience set-backs to planned schedules? What are the precautions you would recommend?

Q4. Explain the objectives of, and the methods followed for strategy evaluation?

Q5. 'Many strategies fail because of the improper integration of functional strategies' --Discuss